

Sumanpreet Ruprai

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ABOUT ME

I love the power of video, and I've been honing my production expertise for 8 years. I'm development-driven – I always want to be on top of the latest techniques and new ways to grab audiences – learning new skills and software tricks in work and in my spare time.

In my next role, I'd like to take on a senior production position. I've had great experience with leading shoots, edits and training people up; now I'd like to push that even further.

Skills

Video/Motion graphics software

Full Adobe creative suite
DaVinci Resolve
Cinema 4D
Final Cut Pro X
Avid Media Composer

Sound editing

Traktor
Logic Pro X

Social media scheduling

Later
Tweetdeck
Facebook business manager

SEO

Adobe analytics
Emolinx
ContentSquare

Equipment

Canon - wide range
Sony FS7
Fuji X-T3
GH3&5
JVC
Range of Rode Mics
DJI Ronin & Ronin S Steadicam
Jib & Slide
Teleprompters

EMPLOYMENT HISTORY

February 2021 – Present *Digital Content Creator & Social Media Marketing, Asraana, Remote*

In my current role, I:

- Create digital content for Asraana social media sites and websites, promoting brand awareness.
- Reporting to the Creative Director, managing shoots, carrying out editing through to social media marketing.
- For examples on my work, please go to: www.instagram.com/asraana.uk

August 2017 – February 2021 *Video Producer, Three UK, Maidenhead*

In my role, I:

- Lead on customer-facing video creation from brief to execution, including scoping, shooting, editing and producing. Strong grasp of requirements of different formats/platforms where video is effective.
- Develop my skills on a weekly basis to increase the quality of our output – this year alone I've learned and implemented 3D modelling, 3D animation, grading improvements, and further honed my shooting and editing.
- Manage stakeholders up to director level to ensure that their requirements are met, and expectations exceeded.
- Develop the skills of others in the business, leading them on shoots and training them on key editing / post-prod products such as Premiere Pro and Cinema 4D.
- Analyse and measure success in analytics packages like Adobe Analytics, YouTube Analytics and ContentSquare
- Prioritise my workload in an agile way, to ensure timely deliveries without an impact on quality.
- Collaborate across relevant creative teams to produce content in timely manner – both in production and post (e.g. filming and managing crew, and also self-shooting where necessary)
- Provide photography to creatives if needed.
- Audit existing motion assets on a regular basis to ensure they're still fit for purpose.

October 2016 – August 2017 *Digital Marketing Creative at Weapons, Your Army, London*

Worked closely with the Head of Brand for creating digital content and artwork for signed artists, support on all social media campaigns across both teams in the UK and the US.

Skills developed:

- Getting up to speed on the brand guidelines and practices of the company and applying this to create all video briefs for the animators.
- Creating and managing social growth analytics and learning about the effectiveness of each campaign and how to improve for the future – keeping on top of trends and learning about demographics.
- Motion graphics and techniques – learning new skills and techniques on the fly.
- Registering music for artists – all the legal paperwork.
- Creating strong relationships with team members and freelancers. Solving any problems for digital content across Weapons and Your Army, reporting to Directors of Your Army.

October 2012 – March 2017 *Fides Media, Windsor*

Freelance Video Producer (February 2015 – March 2017)

Video Producer (April 2013 - February 2015)

Freelance Video Editor Assistant (October 2012 – April 2013)

Began working as a freelance Video Editor's Assistant, working under the main Editor before being promoted to an Editor position, reporting to the Head of the company. Within a year, after bringing photography, videography and client management skills to the table, more responsibility was given as a Video Producer.

Skills developed:

- *Networking and liaison with clients, building trust to ensure all requirements of the project are carried out effectively and efficiently.*
- Brilliant time management from the brief to delivery.
- Reporting to senior management from high profile companies including; BT, Huawei, Cathay Pacific, Vodafone, Westcoast and charities such as Guide Dogs and Child Bereavement which required filming high profile clients; Royalty – Also creating content for clients and events outside of the UK.
- Developing videography and photography skills and techniques, resulting in capturing a range of social and high-end corporate events and press photography.
- Storyboarding and working with writers to create and polish scripts.
- Keeping to the client brand guidelines – having to recreate graphics and templates to improve efficiency.
- Working with voice over artists to ensure the vocals sound exciting to enhance the edit.
- Project management skills – dealing with multiple projects at a time.
- Casting actors, keeping a strong relationship.

June 2014 - August 2014 *Freelance Video Producer at London Live, Kensington*

Worked as a Video Producer, editing and decision making, on what footage from the live broadcast would be posted on the main London Live website. Worked under intense and fast paced conditions with the challenge of quick turn arounds.

May 2012 – Present *Freelance Video Producer / Creative*

Currently manage multiple projects for a number of clients, producing videos for product, promotional, instructional, music videos, corporate, live events and social media content including branding design.

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EDUCATION AND QUALIFICATIONS

2009 – 2012 *Staffordshire University: Film Production Technology with Management*

- Grade Awarded: 2.1
- Modules of interest: Business and Law of the Film and Television Industry; Cinematography; Digital Image Production; Events Management; Film Technology; Managing People and Performance; Scriptwriting; Studio Production Technology and Video Editing Technology.

2005 – 2009 *Furze Platt Senior School, Maidenhead*

- A Levels: English Language and literature (CB), Media studies (D), Drama and Theatre Studies (D)
- AS Level Art (C)
- GCSEs: 12 A grades including Maths and English.

INTERESTS

- Watching movies of different genres as well improving on film, photography and editing techniques.
- Passion for mixing music from a young age.
- Enthusiastic dancer, studied contemporary, Bollywood, Semi-Classical, Hip Hop up to Grade 4 Pure Kathak exams, and currently a member of a competing bhangra team.

References can be provided upon request.