

YASH MEHTA

Video Producer | Filmmaker | Content Strategist

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PROFILE SUMMARY

Accomplished filmmaker and video producer with over 7 years of experience delivering high-quality films, TVCs, digital campaigns, and YouTube content. Adept at managing end-to-end production—from concept development and scripting to post-production and release. Proven ability to lead creative teams, manage budgets, and execute projects under tight deadlines. Skilled in blending creativity with technology, including AI-driven content and SEO-optimized storytelling. Committed to creating engaging narratives that resonate with audiences and elevate brand identity.

CORE COMPETENCIES

- End-to-end production mastery across films, commercials, and digital campaigns
- Creative storytelling proficiency for visually compelling content across multiple formats
- Leadership in directing creative teams to consistently deliver innovative outputs
- Strategic content planning and execution for YouTube, social, digital platforms
- Advanced AI-driven visual design leveraging tools like MidJourney effectively
- Post-production expertise including editing, color grading, motion graphics, and sound
- Audience engagement optimization through impactful brand storytelling strategies
- On-set coordination expertise to maintain efficient, seamless production workflows.

SKILLS HIGHLIGHTS

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|---------------------------|-----------------------------|-------------------------------|
| • Video Production | • Creative Strategy | • Post-Production Supervision |
| • Film Direction | • Digital Marketing Content | • Team Leadership |
| • Content Development | • Brand Communication | • Project Management |
| • Storytelling Techniques | • Multi-Platform Content | • Visual Storytelling |

PROFESSIONAL WORK EXPERIENCE

Content Producer

Indohonkie

Nov 2024 – Mar 2025

- Produced branded video content, managing teams and budgets for multiple campaigns.
- Developed creative concepts and scripts aligned with brand messaging.
- Optimized post-production workflows to meet tight delivery deadlines.

Production Manager

Versatile Films

May 2024 – Aug 2024

- Coordinated production logistics for commercials and short films.
- Supervised on-set operations, ensuring seamless execution of shoots.
- Managed vendor and talent contracts to maintain budget adherence.

Senior Producer

Pixemo Studios

Dec 2023 – Apr 2024

- Oversaw end-to-end production of commercials and digital campaigns.
- Collaborated with creative teams to deliver visually compelling storytelling.
- Implemented AI-generated content strategies to enhance visual appeal.

Freelance Filmmaker

Self-Employed

Jan 2023 – Dec 2023

- Directed and produced short films, YouTube series, and ad campaigns.
- Managed post-production editing, motion graphics, and sound design.
- Developed strategies to increase audience engagement across platforms.

Executive Producer

Whistling Woods International

2022 – 2023

- Supervised student and professional film projects, mentoring teams on production quality.
- Delivered multi-format content with high creative standards.

Associate Producer

Supari Studios

2021 – 2022

- Assisted in the development and production of TV commercials and digital campaigns.
- Coordinated between creative teams, clients, and post-production departments.

Media Manager

Jio Creative Labs

2020

- Managed digital campaigns and online video content strategies.
- Optimized social media content for engagement and discoverability.

Social Media Manager

YouTube

2017 – 2021

- Strategically enhanced channel visibility and subscriber engagement.
- Implemented content strategies leveraging analytics and SEO insights.

EDUCATION

MBA, Business Management | NMIMS | 2021 – 2023

BA in Filmmaking | Whistling Woods International | 2017 – 2021

TECHNICAL TOOLS & PLATFORMS

Premiere Pro, After Effects, DaVinci Resolve, Photoshop, Illustrator, Audition, Canva, Movie Magic, AI Content Tools (MidJourney)

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