

ANIRUDH IYER

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Residence: New Panvel, Navi Mumbai

Education

SSC – DAV Public School, New Panvel- Navi Mumbai -2012 (85.5%)

HSC - DAV Public School, New Panvel- Navi Mumbai -2014 (Science) (78.2%)

GRADUATION- SIES (Nerul) College of Arts, Science and Commerce – Bachelor of Mass Media (2016-2019)

Skills

Content Writing

I write SEO-optimized content for websites and otherwise.

Videography & Video Editing

Aficionado in shooting videos and editing them in Premiere Pro.

Social Media Marketing

Reaching the target audience using the channels they use the most and with the content optimized for the medium.

Photography

Have a good experience of it alongside photo editing in Photoshop & Lightroom.

Website Management

I'm highly proficient with creating and handling websites based on Wordpress & Wix.

Work Experience

YES FELLOW – YES FOUNDATION Media For Social Change Fellowship – April 2019 to June 2019

- Attended mentors workshops with topics related to Sustainable Change, Social Development, Leadership, Social Media for Change, Content Writing, and Filmmaking.
- Worked for 7 weeks at an NGO- Catalysts for Social Action. Completed various tasks related to communications, photography and video-making.
- Completed various tasks like creating an image bank, transcribing videos for subtitles, creating a SEO plan, communicating campaign details with various people on Instagram for promotions and collecting volunteers for representation at 2020 Tata Marathon.

CONTENT MANAGER – Bhusarigate Infotech Pvt. Ltd – May 2018 to March 2019

- Creating SEO-friendly content and Content Strategy.
- Making sure that interns and employees complete the tasks in time.
- Overseeing content generation and content quality.
- Overseeing graphical elements and creatives needed for the posts.
- Managing websites and scheduling articles; making sure the websites are online.

AUDIO RECORDER – Transmitt Foundation – March 2018

- Recording sounds for an awareness video about road safety for this NGO.
- Making sure that the sounds are technically sound and of high quality.

HEAD OF TECHNICAL DEPARTMENT – Frames Film Festival 2018 to January 2018

- Creating promotional videos (teaser, trailer, theme video, and after-movie) for the festival.
- Coordinating with the videography department to shoot videos on the 3 days of the festival.
- Setting up and using technical equipment including computers, projectors, sound mixers, mics, etc.
- Coordinating with the CC team to make sure the movie screening goes smoothly.

CONTENT WRITER- Bhusarigate Infotech Pvt. Ltd. - June to Oct 2017

- Creating SEO-friendly content.
- Improving content engagement by optimizing content accordingly.

VIDEO EDITOR & SOCIAL MEDIA MARKETER – Hymn Humanity – May to June 2017 & Jan to Feb 2018

- Create aware about the cause of Hymn Humanity to the students of SIES using Facebook.
- Creating photos and the content to go with the photos to be promoted.
- Make sure that the campaign reaches maximum people within the prescribed budget.
- Creating an introductory 15-minute documentary using available footages of exiting efforts by various people.

CONTENT WRITER, VIDEOGRAPHER AND PHOTOGRAPHER – Frames Film Festival 2017 to January 2017

- Writing the opening speech for the special guest Prem Chopra in the Opening Ceremony.
- Create video content of celebrities' quotes and bytes. Getting their feedback on the movies and the event as a whole.
- Photograph people throughout the three days of the festival.
- Make sure that the film screening goes smoothly without any technical problems.

Previous Works

ASSISTANT DIRECTOR – 50 Hour Filmmaking Challenge, Professional Category, India Film Project 9 – September 2019

Responsibilities included:

- Maintaining continuity in shots.
- Prepping actors for their roles.
- Ensuring lighting set-ups & makeups were on time.
- Creating the poster for the short film.

CREATOR – <https://awaazvosa.org> – September 2019

- Created a responsive site from scratch with multiple pages (about us, donate, etc), integrated social media, linked it to their main campaign page as well as Google Analytics.
- Wrote content for existing pages, making it SEO friendly.

CONTRIBUTOR – www.siped.org – 2018 to 2019

- Creating content for the site & internal content (notes).
- Optimizing the website for speed and optimizing content for easy access & ease of readability.