

# SANDEEP VASUDEVAN

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## VIDEO CONTENT EXPERT SUMMARY

- A decade+ of experience in developing, creating and executing television shows and branded video content, leading teams, creating workflows and processes, handling multi-faceted output scenarios and formats, and business development and implementation
- 360° understanding of the digital marketing content ecosystem
- Over 15 years of creating innovative and exciting television shows
- Creator of award-winning video marketing campaigns
- A deep expertise in all kinds of video production and creative processes
- Innate sense of storytelling married to assiduously acquired operational ability
- LinkedIn Profile: [linkedin.com/in/sandeepvasudevan](https://www.linkedin.com/in/sandeepvasudevan)

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## WORK EXPERIENCE

### CREATIVE DIRECTOR

February 2022 - September 2022

Format Factory

- Created the improv comedy based show [Unscripted - Jokes Aur Jugaad](#) for the Indian OTT market
- Worked with Vancouver based Format Factory to develop, create and execute this show

### GROUP HEAD, VIDEO

December 2019 - January 2022

Adfactors PR

- Handled P&L for India's biggest [PR agency](#)
- Increased Y-on-Y revenue by 52% over first year in charge
- Increased client engagement by over 200%
- Produced agency's first [TVC](#)
- Won a series of awards for Volvo India's [campaign](#)
- Clients: TCS | Volvo | UNDP | Vodafone

### BUSINESS HEAD

May 2019 - November 2019

Vertuals Digital

- Handled P&L for entire agency
- Increased revenue by 166%
- Produced [TVC](#) for BFSI client

### CREATIVE DIRECTOR

January 2016 - May 2019

Upgrad Education

- Created systems and processes to ensure timely delivery of high quality academic content for this [edtech startup](#)
- Increased output by over 450% in 3.5 years with only 150% increase in cost
- Created a series of marketing content that helped increase lead generation by over 300%

### VICE PRESIDENT, CREATIVE EXECUTION

December 2011 - March 2014

O4 Digital Networks

- Involved in sustained engagement with brands to produce content
  - Created solutions for online digital marketing strategies and engagement
  - Brands worked with: [Airtel](#) | [Havells](#) | [Google](#) | [Titan](#)
  - Creative head of execution for a bouquet of channels on the MCN O4 Digital
  - Channels that dealt with: [Gaming](#), Social Comment & [Satire](#) and [Comedy](#)
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## EDUCATION

### BACHELOR OF JOURNALISM

Delhi College of Arts and Commerce

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#### SKILLS

Detailed awareness of all aspects of marketing and content creation paradigms

Finely tuned creative sense

Innate understanding of production processes

Project management experience and acumen

Intimate comprehension of marketing and digital content ecosystem

Intensely preparation centric

Inspirational managerial style

Highly effective leadership abilities

#### INTERESTS

- A deep-seated love of storytelling
- Written professionally - for both [screen](#) and print - and [personally](#)
- Honed my skills in [stand-up comedy](#) for many years
- Deeply involved in speculative fiction - consuming, [reviewing](#) and writing
- Created my own [podcast](#)