



Dubai, United Arab Emirates
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Sarthak Kapoor, Creative Producer/Videographer

Passionate about visual storytelling, I embarked my journey into the realm of cinema in 2016 when I stumbled upon the works of great filmmakers like Abbas Kiarostami, Krzysztof Kieślowski and more.

Since that transformative encounter, my world has blossomed with a kaleidoscope of films and artistic expressions. A true Protean, I possess the remarkable ability to breathe life into voiceovers, orchestrate captivating content & campaigns as a Creative Producer/Videographer, engage in exhilarating conversations about films and directors.

Employment History

Content Creator & Writer at Accor MENA, Dubai

July 2022 — Present

- Developed and implemented a content creation and publication process that ensured timely and accurate delivery
- Spearheaded the scripting and directing of four corporate films for Accor Properties across Dubai.
- Scripted Introductory Brand film for 'Bun Jovi', a Burger Outlet & led strategy for 'The Social Kitchen'.

Creative Producer at Curly Tales, Mumbai

November 2021 — July 2022

- Produced & Scripted YouTube Shows with India's most popular Food & Travel Blogger, Kamiya Jani for shows- Sunday Brunch by Zomato (Avg. Views- 1M+) Royal Fiesta by Behrouz (Avg. Views-500K) with Bollywood's biggest superstars.
- Directed a Documentary Show called 'Stories From Bharat' (Avg Views- 10k+)- 3 episodes.
- Scripted & Produced branded content for Cleartrip, Oppo, Fratelli Wines etc, which garnered 100K Avg.views.

Freelance Copywriter at Publicis Groupe, Mumbai

August 2021 — October 2021

- ATL & BTL Mandates for Zee5 which led to an increase in Engagement rate by 2.5%
- Marketed OTT films like Rashmi Rocket, Helmet, Aafat-e-ishq, Sonam Gupta Bewafa Hai, etc

Podcaster at ABP Network, New Delhi

August 2020 — October 2021

- Hosted 50 episodes of 'The Unknown Movie Review', a film podcast on Art Cinema.
- Trending Top 10 on 'Spotify Film Podcasts' in 2020.

Copywriter at Sociowash, New Delhi

July 2020 — March 2021

- Developed comprehensive messaging strategy & wrote compelling copy that led to an increase of 30% Followers, 4.1% + engagement rate.
- Led Social Channels for brands like Starbucks, Terra Chips, Viacom 18, Voot Select, Ola, Vectus, Magik LEDs
- Conceptualized & Scripted 'Harr Dahleez Roshan' for Magik LEDs Digital Film. (600k+ views)

Assistant Director at Bombay Locale Productions, New Delhi

July 2019 — August 2019

- Assisted in IIT Endowment Fund Music Video (Youtube- 690k views) with India's Top Entrepreneurs.
- Assisted in the Qraa Men Anthem (Youtube- 380k views)

Education

Bachelor of Journalism and Mass Communication, University of Delhi, New Delhi

April 2016 — March 2019

Film Direction , Film and Television Institute of India, Pune

April 2021 — July 2021

Diploma film 'Daur' got Nominated/Selected at leading Film Festivals across the World.

Links

Portfolio

Skills

Videography- Sony a7iii, Zhiyun, DJI

Screenwriting- Final Draft, Celtx

Video Editing- Da Vinci, Final Cut Pro

Film Production

Social Media- Instagram, Meta, Modash, Hypeauditor

Internships

Copywriter at Red FM, New Delhi

Copywriter at Fever 104 FM (Hindustan Times Media)

Mobile Journalist at Times Group, New Delhi

Producer at NDTV, New Delhi

Languages

☒ **English** Native speaker

☒ **Hindi** Native speaker