

BHUMIKA VAIDYA

MEDIA PRODUCTION MANAGER

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Bengaluru, India (Open to Relocation)

PROFILE

Media production manager with six+ years of experience developing brand narratives and executing end-to-end production in the Middle East, India, and the United States markets. Leading cross-functional creative teams and shaping brand narratives for marketing are my strengths. I bring structure to creativity through effective project management, stakeholder alignment, and compelling storytelling. I have experience in the fashion, FMCG, tech, product innovation, education, retail, and hospitality sectors.

WORK EXPERIENCE

NIMIDA DIGITAL (SRPL), BENGALURU, INDIA

MEDIA PRODUCTION MANAGER | JAN 2024-PRESENT

- Directed pre-production strategy and content planning for video campaigns and branded films for clients like WellBe, The Organic World, A.T. Kearney, Osh, HHF, Qualitrix, Nimida Sports, and The Tamara Kodai.
- I managed editors, designers, and content writers using Trello, Miro, & Milanote, which improved delivery schedules by 30% and decreased rework by 90%.
- Worked with brand teams and agencies to ensure that the outcome matches marketing and creative objectives through clear visual frameworks, storyboards, and smooth teamwork.
- Oversaw vendor coordination, project budgets, and timelines while ensuring adherence to industry norms and brand guidelines.

BIZBOX PUBLISHING, DELHI, INDIA

POST-PRODUCTION EDITOR | MAY 2022 - AUG 2023

- Delivered over 200 creative projects with a 95% on-time completion rate for U.S. clients, including Orion Photo Group, By Design Films, and Lily & Lime.
- Worked with the editorial and marketing teams in the US to improve production efficiency and ensure assets matched the brand's tone.
- Approval times became 30% shorter by simplifying editing procedures for high volumes.

SMA PRODUCTIONS CO, SHARQ, KUWAIT

PROFESSIONAL PHOTOGRAPHER | JAN 2020 - MARCH 2022

- Directed fashion, lifestyle, and commercial shoots for clients like Labourjoisie, La Plus Belle, and Zainab Alwawan.
- Oversaw art direction, client communication, and post-production for multiple projects. Managed on-set lighting, talent, and visual consistency.
- Captured over 120 weddings in Kuwait and mentored a creative team to improve the studio's visual standards.

GOODSHOTZ PHOTOGRAPHY, BENGALURU, INDIA

PHOTOGRAPHER | JAN 2019 - OCTOBER 2019

- Improved operational efficiency while managing photography tours. Supported production and shoot coordination during workshops and created social media content that increased engagement by 20%.

PROJECTS

- Synaps Band Documentary:** Managed the whole project from pre-production to post-production. Directed the entire documentary shoot.
- Unacademy AARAMBH (2024):** Managed production and captured visuals of national achievers and guests such as Sania Mirza, Karan Johar, and Anupam Mittal to match the brand's tone.
- A.T. Kearney:** Directed and managed a corporate branding film that met global consulting standards.

SKILLS

- Creative Strategy & Direction
- Brand Storytelling
- Campaign Development
- Agile Project Execution
- Cross-Functional Team Management
- Visual Production (Video/Photo)
- 3D Operations & Workflow Optimization
- Stakeholder Collaboration
- Adobe Creative Suite
- Project Management Tools

EDUCATION

- National Institute of Fashion Technology (NIFT), Bhubaneswar** | 2015-2019

Bachelor in Design | Fashion Communication

Focused on visual storytelling, photography, brand communication, and digital media.

- Google Project Management: Professional Certificate** | 2024

Developed skills in improving processes, planning for risks, managing stakeholders, using Scrum, and working with project management tools.