

Anuragini Mediga

Portfolio | medigaanuragini@gmail.com | [REDACTED] | [LinkedIn](#) | Washington DC

PROFESSIONAL SUMMARY

Creative Media Producer & Filmmaker with 7+ years of experience leading end-to-end video production across branded content, documentaries, and live events. Skilled in camera operation, lighting, editing, and post-production workflows using Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve. Proven record of delivering visually compelling content that engages audiences and drives brand impact across digital platforms. Adept at collaborating cross-functionally, managing production schedules, and ensuring seamless on-set execution.

WORK EXPERIENCE

Video Production Assistant - Roll AI Inc., California

(Oct 2025 - Dec 2025)

- Served as Lead Event Videographer for the [Brand Innovators Leadership in Brand Marketing Summit 2025](#), capturing keynote sessions, executive panels, and [backstage interviews](#) for large-scale branded content distribution
- Owned end-to-end video production lifecycle, including pre-production planning, on-site production, multi-camera operation, post-production editing, and final delivery
- Managed on-set workflows, production schedules, and asset organization, ensuring seamless execution under tight deadlines
- Operated multi-camera systems, including Canon EOS rigs, to capture branded content for corporate and event storytelling, delivering footage that enhanced client engagement
- Edited and delivered platform-optimized videos for YouTube and LinkedIn using Roll AI Editor, producing content that increased audience reach and engagement
- Collaborated with cross-functional teams to align content with brand voice and visual identity.

Producer: Live Streaming & Video Mixing - Red Dog Productions, The New School

(Sept 2025 - Dec 2025)

- Led multi-camera live productions, operating ATEM Mini Pro and Blackmagic 2/3-camera setups to produce high-quality livestreamed events.
- Executed end-to-end video production, serving as Live Stream Producer, Videographer, Editor, Colorist, and Video Mixer to deliver polished content.
- Enhanced visual storytelling through color grading, real-time video mixing, and post-production editing, ensuring professional-quality event recordings.

Video Production Intern - HubSpot, Cambridge, MA, USA

(May 2025 - Sept 2025)

- Assisted in managing HubSpot's YouTube channel [How to HubSpot](#), overseeing production timelines and deliverables to ensure a steady cadence of timely, high-quality video content that aligns with brand standards and audience expectations.
- Supported end-to-end video production workflows, contributing to pre-production planning, crafting scripts and shot lists, coordinating on-set logistics, assisting with camera and lighting setups, and executing post-production editing to produce professional, engaging tutorial content.
- Conducted in-depth research and topic development, identifying industry trends, SEO keywords, and audience insights to inform video concepts that increase viewership, discoverability, and subscriber growth.
- Collaborated closely with producers, editors, and content strategists to review, draft, and refine scripts, ensuring all narratives maintained clarity, creative appeal, and consistency with HubSpot's voice and messaging.
- Edited tutorial and marketing videos using Adobe Premiere Pro and related tools, applying advanced editing techniques to deliver polished, platform-optimized content tailored for YouTube's best practices and audience engagement benchmarks.
- Tracked multiple concurrent video projects by maintaining detailed production calendars, managing asset organization, coordinating feedback cycles, and ensuring seamless communication between creative teams to meet deadlines.
- Assisted actively during shoots by preparing equipment, managing production setups, supporting talent needs, troubleshooting on-set issues, and helping to create a smooth, efficient, and professional filming environment.
- Applied an understanding of YouTube platform strategy, including optimizing video metadata (titles, descriptions, tags, thumbnails), audience retention techniques, and content structure to drive organic reach and viewer engagement across published videos.

Media Design Course Assistant - The New School, New York, NY, USA

(Jun 2024 - May 2025)

- Incorporated emerging trends and technologies in media design into the classroom, enriching the learning experience with real-world applications.
- Mentored students in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) to enhance technical proficiency and creativity.
- Assisted professor with coursework, activities, and guided 15 students per semester on advanced media design principles.
- Delivered personalized tutorials and one-on-one support in multimedia production, storytelling, and software applications.
- Managed classroom tech setup, troubleshooting platforms, and ensuring smooth session operations.
- Created and distributed tailored learning materials, presentations, assignments, and guides.
- Evaluated student projects with feedback to improve design quality, creativity, and attention to detail.

Events & Communications Assistant - The New School, New York, NY, USA

(Jun 2024 - May 2025)

- Researched, collected, and organized content for 20+ high-profile departmental events annually.
- Edited and proofread event materials to ensure professionalism and accuracy in all communications.
- Designed and formatted event posters, programs, and promotional materials aligned with branding, increasing attendance by 15%.
- Wrote and compiled news clips and event summaries to enhance awareness across internal communications.
- Supported newsletter and social media campaigns by curating content, scheduling posts, and tracking performance.

Content & Campaign Lead - Pixelway, Hyderabad, TS, India

(Dec 2021 - Dec 2023)

- Developed and executed targeted ad campaigns that increased audience engagement by 30% within six months by leveraging data analytics tools and innovative creative strategies to refine content delivery across platforms like Facebook, Instagram, and LinkedIn.
- Streamlined content production workflows by coordinating with cross-functional creative teams, reducing delivery times by 15%, and ensuring projects meet strict deadlines without compromising quality.
- Implemented effective budget management practices, reallocating resources to high-performing channels and campaigns, consistently optimizing costs while delivering on client objectives and maximizing ROI.
- Crafted persuasive ad copy and social media content tailored for diverse digital platforms, significantly increasing click-through rates (CTR) and driving higher audience engagement.

- Created compelling and brand-aligned content for over 25 client accounts, maintaining consistency in tone, style, and messaging while adhering to individual brand guidelines.
- Collaborated closely with clients to understand their target audience, goals, and challenges, producing high-quality written materials that resonated with audiences and achieved measurable results.
- Introduced innovative ideas to campaign strategies, enhancing engagement and expanding audience reach through creative storytelling, interactive content, and tailored messaging approaches.
- Built and retained strong client relationships across 25+ accounts by providing exceptional service, maintaining open communication, and consistently exceeding expectations, achieving a retention rate of over 90%.
- Analyzed campaign performance metrics using tools like Google Analytics and Meta Ads Manager to derive actionable insights, fine-tuning strategies for greater audience impact and better ROI.
- Pioneered client onboarding process, streamlining account setup and initial campaign execution, reducing onboarding time by 20% while ensuring client satisfaction.

Digital Video Intern - Brand Mandir, Hyderabad, TS, India

(Mar 2021 - Oct 2021)

- Produced live video content for YouTube and Instagram, attracting over 1,000 daily viewers and ensuring smooth streaming experiences.
- Planned and executed up to 4 video shoots daily, handling lighting setups, optimizing camera angles, and managing sound equipment to deliver professional-quality productions.
- Edited 15+ video projects using Adobe Premiere Pro and After Effects, ensuring polished and visually cohesive content aligned with brand guidelines.
- Collaborated with the marketing team to develop innovative concepts for advertising campaigns, boosting audience reach by 20% within two months. Analyzed audience engagement metrics using Facebook Meta tools, identifying trends to optimize future video content strategies.
- Drafted scripts and created detailed storyboards for 10+ video campaigns, enhancing narrative consistency and brand messaging.
- Contributed creative ideas during brainstorming sessions, leading to a 10% increase in brand visibility through targeted video content.
- Designed and edited promotional clips and teaser videos for Instagram Stories, achieving a 25% increase in traffic to the brand's social media pages.

INDEPENDENT PROJECTS

Press Photographer - New York Fashion Week '25

- Captured editorial-style runway and backstage imagery using Sony A74 + 70–200mm lens.
- Contributed to real-time social coverage and post-event brand campaigns.

Writer, Director, Producer, & Editor - Mosaic, REM, Ferry Boat Documentary, Favorite Place in New York

- Led end-to-end creative production, including scripting, directing, cinematography, editing, and sound design.
- Delivered narrative-driven short films and documentaries showcased in academic and festival contexts.

Cinematographer & Assistant Director - Roots to Rooftops, PTAL USA Launch Film, Stories Under the Street, Sensitive Content, Unraveled

- Directed lighting, camera setup, and shot composition to create visually compelling stories.
- Collaborated with directors and producers to translate creative vision into strong visual narratives.

Executive Producer - The Visitor, Night of Melancholia

- Managed pre- to post-production, including budgeting, team leadership, timelines, and creative direction.
- Oversaw festival submissions and strategic promotion across media channels.
- Led productions ranging from 5–25+ crew members, managing budgets, schedules, talent, and delivery pipelines.

Production Sound Mixer - Roots to Rooftops, The Visitor, Threshold

- Captured high-quality on-set audio using boom mics, lavaliers, and Zoom H6.
- Ensured clean, consistent sound for post-production across varied environments.

Gaffer (Lighting Director) - Building Blocks of the Bridge, A Few Music Videos

- Designed and executed lighting setups for narrative and music video projects.
- Used gels, LEDs, and cinematic lighting techniques to enhance mood and visual storytelling.

SKILLS

Production & Post-Production: End-to-end Production, Video Production, Cinematography, Camera Operation (Sony FX6, Blackmagic), Lighting Design, Sound Mixing, Video Editing (Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve), Color Grading, Motion Graphics, Post-Production Workflow

Creative Tools: Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator), AVID Media Composer, Final Cut Pro, Microsoft Office, Google Workspace, Eye for Visual Aesthetics.

Content Development: Scriptwriting, Storyboarding, Copywriting, Creative Direction, SEO Optimization, Content Strategy, Copyediting, Editorial Production, Content Operations

Project Management: Budgeting, Scheduling, Client Communication, Cross-Functional Collaboration, Event Coordination, Team Leadership, Shot lists, Call Sheets, Timelines, Budgets

Marketing & Analytics: Social Media Strategy, Digital Campaigns, Audience Engagement, Google Analytics, Meta Ads Manager

EDUCATION

The New School, Schools of Public Engagement, New York, USA

Master of Arts in Media Studies - GPA: 3.9/4.0

Relevant Coursework: Digital Video Production, Digital Video Editing, Media Design, Storytelling Across Media, Media Economics, Sound & Audio Designing Across Media, Cinematic Place, Producer's Craft, Market Research in Media, Designing Methodologies in Media.

St. George's Degree College for Women, Hyderabad, India.

Bachelor of Arts in Journalism, Psychology, and English Literature - GPA: 9.1/10

Relevant Coursework: News Writing and Reporting, Ethical Photography in Newspapers, Media Ethics and Law, Mass Communication, Advertising and Public Relations, Creative Writing and Editing.