

Vishnunath M

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Profile

Creative, result oriented Project Manager and Producer with 9+ years of experience delivering digital content, video production, and integrated marketing campaigns across healthcare, pharma, automotive, FMCG, insurance, and retail sectors. Specialized in project lifecycle management, content operations, studio oversight, and agile methodologies. Proven ability to lead cross-functional teams, implement process improvements, and manage complex multi-market projects using Adobe Workfront and other industry-standard tools. Skilled in stakeholder communication, digital asset delivery, and data-informed campaign optimization.

Core Competencies

- Project Management (Agile & Waterfall)
- Global Campaign Execution
- Studio & Resource Management
- Content Operations & Compliance
- Team Leadership & Collaboration
- Digital & Creative Production
- Stakeholder & Vendor Management
- Digital Supply Chain Localization
- Performance Monitoring & Reporting
- Prompt Engineering (ChatGPT)

Professional Experience

Project Manager/Producer (Creative, Digital)

Omnicom Global Solutions (Omnicom Media Group)

10/2023 – Present

Bengaluru, India

- Delivered global integrated marketing campaigns across regulated industries (pharma, automotive, retail) for clients including Pfizer, General Motors, KFC, IKEA, and American Family Insurance, Credera, Vivify.
- Utilized Adobe Workfront to manage complex project workflows, prioritize tasks, and track delivery milestones with high accuracy.
- Directed cross-functional creative teams (Senior Production Artists, Art Directors, Motion Designers, HTML Developers, Designers) to execute and deliver on-brand creative assets across digital channels.
- Implemented agile project methodologies and introduced continuous process improvements, resulting in a 15–20% increase in delivery efficiency.
- Facilitated global stakeholder collaboration to localize creative assets, ensuring compliance with regional brand, regulatory, and cultural guidelines.

Creative Producer

Aroleap Pvt Ltd

10/2021 – 06/2023

Bengaluru, India

- Oversaw full-cycle video production projects, including scripting, scheduling, budgeting, stakeholder management, and final delivery.
- Led a team of editors, cinematographers, and designers to produce impactful video content for social media, brand marketing, and corporate training.
- Built an in-house studio from the ground up, reducing reliance on third-party vendors and accelerating production timelines.
- Collaborated closely with agency partners and internal teams to align creative outputs with business objectives, ensuring high standards of quality and timeliness.

Cinematographer <i>Tattva (Contract)</i>	08/2020 – 03/2021 Bengaluru, India
<ul style="list-style-type: none"> Produced corporate films and commercials, handling responsibilities across cinematography, editing, and post-production workflows. Ensured alignment with brand visual identity and delivered content optimized for digital and broadcast distribution. 	
Cinematographer-cum-Editor <i>Red Baron Pvt. Ltd.</i>	01/2020 – 03/2020 Bengaluru, India
<ul style="list-style-type: none"> Responsible for pre- to post-production and studio management for the clients AJIO, Intel, Lenovo. Coordination with account managers, understanding the brief, and timely execution. 	
Product Photographer & Studio Manager <i>Quikr (Zefo)</i>	05/2018 – 12/2019 Bengaluru, India
<ul style="list-style-type: none"> Managed day-to-day operations of the product photography studio for e-commerce content production. Oversaw lighting, staging, and visual styling to maintain consistency and adhere to brand guidelines. Collaborated with design and product teams to meet fast-paced content rollout timelines. 	
Assistant Cinematographer <i>Freelance – Film & TVC</i>	06/2015 – 03/2018 Mumbai, India
<ul style="list-style-type: none"> Assisted in the production of high-budget Bollywood films and TV commercials for brands like Fiat, Unibic, and CEAT. Contributed to projects for major studios including Yash Raj Films, T-Series, and Eros Now, supporting location scouting, lighting setups, and on-set coordination. 	

🧠 Skills

Project Management: — Adobe Workfront | Trello

Creative Tools: — Adobe Creative Suite | Looker Studio (basic) | Figma (familiar) | DaVinci Resolve

Collaboration Tools: — Microsoft Office Suite | Google Workspace | Slack

AI Tools: — ChatGPT, | Midjourney | Copilot – Workflow Integration & Prompting

Analytics: — KPI Reporting | Dashboard Creation | Performance Analysis

📁 Projects

Munna Michael (Feature Film)

IMDb Credits:

<https://www.imdb.com/name/nm9104835/>

🎓 Education

Visual Communication (Electronic Media)

2015

Bachelor of Science (B.Sc.)

Coimbatore, India

Hindusthan College of Arts and Science, Bharathiar University

🌐 Languages

• English

• Hindi

• Tamil

• Malayalam