



APPU SATHANANTHAVEL

Summary

Versatile professional with over 10 years' experience in marketing, video production, content creation, AV management, IT support and film production. Proven track record in crafting compelling narratives and visual content to drive brand engagement and deliver successful marketing campaigns. Skilled in leading teams of up to 100 and managing end-to-end projects, including feature films released in cinemas. Expertise in event filming, photography, and content management, combined with a talent for innovative problem-solving and delivering results that align with strategic objectives.

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Skills

- Film Production (Pre-production, Production, Post-production)
- Videography, Photography & Graphic Design
- Adobe Suite (Premiere Pro, After Effects, Photoshop, Illustrator)
- DaVinci Resolve, Final Cut Pro
- Project Management
- Social Media Marketing
- Customer Service
- Copywriting
- AI (Runway, Dalle, MidJourney, Chat GPT)
- B2C&B2B Communication
- Office 365
- Hootsuite
- Google Analytics

Education

BACHELOR OF SCIENCE, FILM PRODUCTION

University Of Creative Arts
2015 - 2019

BTEC NATIONAL DIPLOMA, IT

South Thames College
2009 - 2011

Language

English
Tamil

Experience

PRODUCTION & MARKETING LEAD (FREELANCER)

Make A Wizh Productions LTD

2023 - Present

- Directed, and produced a film successfully released in cinemas.
- Wrote scripts and storyboards, collaborated on visual narratives.
- Oversaw production stages, ensuring timely, budget-conscious delivery.
- Recruited and led a team of 50, fostering a positive environment.
- Developed and executed comprehensive marketing and multi-branding plans to promote productions, driving brand awareness and audience engagement on social media.
- Supervised post-production for high-quality final products.
- Organised and executed cinema screenings.
- Maintained focus on deadlines, adapting and problem-solving as needed.

IT TECHNICIAN

Morley College, London

Dec 2023 - Dec 2024

- Delivered 1st and 2nd line IT support, resolving hardware, software, and network issues for staff and students.
- Installed, configured, and maintained desktops, laptops, mobile devices, and AV equipment, including projectors and interactive whiteboards.
- Managed Mobile Device Management (MDM) solutions like Jamf Pro to streamline device management and enhance security.
- Administered Microsoft Active Directory, managing user accounts, group policies, and access permissions.
- Supported Microsoft applications and conducted IT inductions training, including Office 365.
- Diagnosed PC/Mac issues and collaborated on network troubleshooting involving routers, switches, and topologies.
- Maintained a customer-focused service with efficient issue resolution and Helpdesk Management System use.
- Liaised with suppliers and maintained IT inventory.

VIRTUAL PRODUCTION SHORT FILM – WRITER AND CO-DIRECTOR (CONTRACT)

MergerXR

Mar 2024 - May 2024

- Wrote and co-directed a cutting-edge virtual production short film utilising Unreal Engine.
- Created shot breakdowns and pre-visualised angles on location for seamless integration with virtual environments.
- Collaborated with VFX and VP teams to design shots, including camera angles, lighting, and set design.
- Combined traditional filmmaking with advanced virtual production techniques to deliver a polished final product.

CONTENT CREATOR & MARKETING MANAGER

Athiyaa Closet , London

2021 - 2023

- Created high-quality branded video content and directed social media marketing campaigns.
- Developed and executed content strategies tailored to the e-commerce fashion brand's audience across platforms, including Instagram and TikTok.
- Designed and maintained the company's e-commerce website, ensuring a seamless user experience.
- Facilitated influencer collaborations to drive brand visibility and engagement.
- Administered contracts for vendor coordination, budget management, and day-to-day operational tasks.
- Analysed customer feedback and campaign data to refine strategies and achieve performance goals.
- Planned and executed promotional events and photoshoots, delivering consistent and compelling marketing collateral.

MULTIMEDIA PRODUCER & REMOTE CONTENT CREATOR

Agara Creation

2019 - 2021

- Liaised with lighting and production teams to resolve technical issues with cameras, audio, and video.
- Operated multi-camera setups for events, maintaining professionalism whilst interacting with directors, producers, and talent.
- Produced high-quality video edits remotely, delivering polished content tailored to client needs and branding.
- Created engaging remote content for digital platforms, including social media and online campaigns, ensuring consistency with the overall creative vision.

FIRST ASSISTANT DIRECTOR FEATURE FILM (CONTRACT)

Nuuvu Media

Feb 2023- Mar 2023

- Managed a crew of over 100 for the bilingual feature film Spray (Tamil and English), filmed across multiple UK locations.
- Coordinated and maintained detailed production schedules, ensuring on-time execution of scenes and minimising delays.
- Supervised daily operations on set, including call times, crew coordination, and on-location problem-solving.
- Oversaw safety protocols and compliance, ensuring a secure environment for cast and crew during filming.
- Facilitated communication across departments (camera, lighting, sound, and art) to resolve technical challenges and streamline operations.
- Managed talent scheduling, including actors and extras, to optimise efficiency during multi-location shoots.

MEDIA PRODUCTION MANAGER & MARKETING COORDINATOR

Step On Productions, London

2014- 2019

- Oversaw end-to-end media production projects, ensuring alignment with marketing objectives.
- Developed annual marketing plans and implemented campaigns to promote media projects.
- Managed both traditional and digital campaigns, boosting audience engagement and visibility.
- Collaborated with sales and operations teams to improve the customer journey and enhance experiences.
- Designed brand assets and promotional materials, maintaining strong and recognisable branding.
- Orchestrated events and handled all aspects of vendor coordination, timeline management, and budgeting.
- Managed social media accounts and facilitated influencer partnerships, creating content that resonated with the target audience.

Interests and Activities

- Calisthenics for fitness
- Reading books for personal growth
- Meditation for mindfulness
- Listening to podcasts for inspiration
- Creative writing for expression

Reference

Available upon Request