

NIKHIL GUPTA

Post Producer — AI & D2C Video, Post-Production Operations

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PROFESSIONAL SUMMARY

Results-driven Post-Production professional with 5+ years of experience managing end-to-end video workflows for high-volume marketing campaigns. Skilled in overseeing video adaptation and versioning across social media platforms, coordinating cross-functional teams of editors, motion designers, and brand stakeholders, and ensuring QC compliance on all deliverables. Builds AI production pipelines — fixed sequences of models and prompt structures that hold one look across an entire campaign rather than drifting shot to shot, with a human review pass on every frame before it ships. Currently leading post-production operations at Honasa Consumer Limited — one of India's fastest-growing D2C FMCG brands — managing multi-format asset delivery across YouTube, Instagram, Meta, and OTT.

EXPERIENCE

Sr. Video Editor & Post-Production Lead Feb 2024 – Present

Honasa Consumer Limited (Mamaearth, The Derma Co., Aqualogica, Dr. Sheth's) | Gurugram, Haryana

- Manage end-to-end post-production workflow for 20+ brand campaigns monthly — overseeing editorial, motion graphics, color grading, QC, and final delivery across all digital platforms.
- Brand point of contact for Dr. Sheth's — owning the work end to end, from brief through master to every platform cutdown.
- Build and run AI production pipelines for brand and D2C content — locking the look in stills first, generating motion only from approved frames, then compositing and grading to match live-action footage in the same campaign.
- Produced a fully AI-generated 84-second fragrance brand film, holding a single monochrome-and-red look across five distinct scene worlds — every frame reviewed before delivery.
- Coordinate with editors, motion designers, and brand teams to adapt global master campaign assets into market-specific versions including social cuts, short-form edits, and platform-specific formats (YouTube, Instagram Reels, Meta, OTT).
- Act as production liaison between creative teams and account stakeholders — translating briefs into clear post-production instructions and managing feedback rounds to ensure accurate revision implementation.
- Oversee QC on all deliverables before final delivery — checking video resolution, audio levels, subtitle accuracy, color consistency, and format specifications per platform requirements.
- Maintain version control and asset organization across concurrent campaigns, ensuring all masters, cutdowns, and versioned files are properly archived and retrievable.
- Awarded Employee of the Month at Honasa Consumer Limited for outstanding delivery quality and operational efficiency on high-priority campaigns.

Executive Video Editor & Post-Production Coordinator Oct 2022 – Feb 2024

N/R Ventures (Asort.com) | Gurugram, Haryana

- Managed post-production workflow for fashion and lifestyle brand campaigns — coordinating between shoot teams and editors to ensure clean media handoff and on-schedule delivery.
- Oversaw video versioning and adaptation for multi-platform output — producing social media cuts, short edits, and format-specific versions from master assets using Premiere Pro and After Effects.
- Handled QC checks across all deliverables — verifying resolution, frame rates, codec specs, audio sync, and subtitle/caption accuracy before client-facing delivery.
- Managed client feedback rounds — communicating revisions clearly to the editing team and ensuring accurate implementation before final sign-off.
- Maintained organized project libraries with consistent naming conventions and version control, enabling seamless access across the team.
- Awarded Employee of the Month twice for consistently delivering quality work within strict deadlines across multiple concurrent projects.

Graphic Designer & Video Editor Dec 2021 – Sep 2022

Geetanjali Homestate Pvt. Ltd. | Gurugram, Haryana

- Produced and adapted video and static assets for property marketing campaigns — managing multiple concurrent deliverables with proper file organization and version tracking.
- Coordinated with print and digital teams to ensure visual assets met platform-specific specs across web, social, and print channels.
- Awarded for delivering quality work within defined project timelines — demonstrating accountability and precision in a deadline-driven environment.

Image Editor Jul 2021 – Dec 2021

Fotografik Enterprises Pvt. Ltd. | Remote

- Processed high-volume image batches with consistent quality output — ensuring color accuracy and adherence to client delivery specifications.

TECHNICAL SKILLS

NLE / Editing: Adobe Premiere Pro, DaVinci Resolve

Motion Graphics: Adobe After Effects, Blender 3D

AI Production: Kling, Veo, Runway, Higgsfield, Magnific, ElevenLabs, Claude — prompt-structure pipelines, generated product film and CGI, look consistency across a campaign

Automation: Python — LUT and grade-library tooling, batch delivery and versioning

Export / Encoding: Adobe Media Encoder — multi-format, multi-platform output

Design: Adobe Photoshop, Adobe Illustrator

Video Specs: H.264, H.265, ProRes, DNxHD — resolution, frame rate, codec compliance

Versioning: Multi-format adaptation: 16:9, 9:16, 1:1, cutdowns, localized versions

QC: Resolution, audio levels, subtitle accuracy, format spec verification

Project Mgmt: Familiar with Monday.com workflows; strong deadline and milestone tracking

Platforms: YouTube, Meta (Instagram/Facebook), LinkedIn, OTT

EDUCATION

Diploma in ADVFX & Filming 2021

MAAC, South Extension — New Delhi

Bachelor of Commerce 2019

Dr. B.R. Ambedkar University — Agra, U.P.

AWARDS & RECOGNITION

- Employee of the Month — Honasa Consumer Limited, for exceptional campaign delivery and post-production quality
- Employee of the Month (x2) — N/R Ventures, for delivering quality work within limited timeframes across multiple projects
- Quality Delivery Award — Geetanjali Homestate Pvt. Ltd., for consistently meeting project specifications on schedule