

SUHANI VERMA

CREATIVE PRODUCER

[Linkedin Profile](#) | suhu.suhanee@gmail.com | [Portfolio Web link](#) | Noida, Uttar Pradesh, INDIA

Creative Producer with 4 years of experience managing end-to-end content and campaign production. Proven expertise in production planning, budgeting, scheduling, on-set coordination, and post-production supervision. Strong track record of managing cross-functional teams, external vendors, and creative partners to deliver projects on time and within budget. Achieved a 25% increase in project profitability through workflow optimization, cost control, and efficient resource allocation. Highly skilled in problem-solving, stakeholder coordination, and delivering high-quality outputs in fast-paced production environments.

SKILLS AND EXPERTISE

- Video Production Management
- Pre to Post Production Workflow
- Shoot Scheduling & Coordination
- Budgeting and Shoot Optimisation
- Call Sheet Creation
- Creative Brief Development
- Vendor, Crew & Client Management
- Creative Direction & Digital Campaign Support
- Market & Competitor Research
- Talent Coordination & Client Servicing
- Social Media Content & Digital Campaigns
- Creative Strategy Implementation
- Post Production Coordination
- Content Marketing
- Event Management and Execution
- Proficient in MS Excel
- 360° Campaign Execution

WORK EXPERIENCE

-  **WOLFPACK LABS | BRAND MANAGER** **2025- PRESENT**
 - Developing and executing brand launch and growth strategies, managing integrated digital and social media campaigns for D2C brands like SLOMOS, ZIIST and Better Beauty.
 - Leading end-to-end creative production from concept development, content strategy, scripting, storyboarding, and platform-specific storytelling.
 - Managing video and photoshoot production from pre-production to on-set supervision and post-production delivery.
 - Supervising creative teams, editors, designers, and external vendors, ensuring timelines, budgets, and workflow efficiency.
 - Leveraging AI tools like **Higgsfield**, **Flow.ai**, **Gemini**, **HeyGen**, and more for ideation, scripting, visual/content generation, and production workflow optimisation.
 - Ensured brand consistency and performance optimization through analytics, audience insights, and cross-functional collaboration.
-  **COMSWOMS MEDIA- CREATIVE CONSULTANT (REMOTE, PART-TIME)** **2024- 2025**
 - Partnered with creators and influencers to design campaign storyboards and hooks that boosted digital engagement by 10%.
 - Advised on video concepts, scripts, and storyboards for ads, reels, and product launches, ensuring brand alignment.
 - Collaborated on 5+ integrated product launches with marketing and design teams.
 - Reviewed and refined social, script, and video content for clarity, consistency, and impact.
 - Assisted in refining performance hooks and paid ad scripts for clients across lifestyle, D2C, and tech spaces.
 - Mentored junior creatives on storytelling, copywriting, and visual standards.
 - Managed 10+ client accounts as a key creative contact, ensuring timely, high-quality delivery.
-  **SPACEPEPPER STUDIOS- MARKETING & PRODUCTION LEAD** **2023-2024**
 - Delivered 50+ brand campaigns, music videos, and ads, overseeing casting, logistics, timelines, and budgets.
 - Produced content for brands like **Grass**, **Philips**, **Yoho**, **IBTR**, **ThinkRight**, ensuring high-quality output aligned with brand vision.
 - Supervised 3D/VFX, CGI, and static creatives, meeting tight deadlines with 100% on-time delivery.
 - Played a key role in music video and album launches (e.g. **Lost & Found - Faheem Abdullah**, **West Coast Swinging - Aaryan Bhagat**), contributing to concept development and execution.
 - Enhanced marketing strategies by incorporating AI-driven insights, resulting in increased audience engagement across digital platforms.
 - Drove 25–30% lead conversion in business development through tailored pitches and strong client relationships.
 - Reduced revision cycles and production delays by 20% through clear planning and streamlined communication.
-  **LEBEYON MARKETING COMMUNICATIONS PVT. LTD.- MARKETING EXECUTIVE** **2022-2023**
 - Managed end-to-end marketing and event execution for high-profile clients like **SIDBI**, **The Union**, **USAID**, and **RealMe**.
 - Executed 10+ national-level workshops and campaigns, improving client satisfaction scores by 30%.
 - Coordinated with vendors, clients, and internal teams to ensure on-time and on-budget project delivery.
 - Led Website and LinkedIn content revamp, increasing company visibility and engagement by 40%.
 - Coordinated between clients and creative teams, keeping workflows on track and aligned with project goals.
 - Maintained consistent follow-ups and reporting, enhancing client retention and project efficiency.

CERTIFICATIONS AND ACHIEVEMENTS

- Achieved a Distinction in Master’s dissertation on the topic relating to Artificial Intelligence- “**Exploring How Perceived Anthropomorphism in Virtual Influencers shape Consumer Trust on Instagram.**”
- Led a cross-functional consulting project as **Global Industry Project Leader (University of Leeds, 2025)**, collaborating with 5+ international industry partners to deliver strategic solutions.
- **50% merit-based scholarship for Academic Excellence** in Bachelor’s.
- Designed award-winning audio for a short documentary, earning the **Best Soundwork Award** at **Inshorts Film Festival 2023**, selected from 100+ submissions.
- Directed creative vision and visual storytelling for the same documentary, securing the **Best Visualization Award** at **Inshorts Film Festival 2023**.
- Completed graduate-level certification as a **Visharad** in Bharatnatyam, following 8+ years of formal classical dance training.

EDUCATION

University of Leeds, United Kingdom MSc Management in Marketing with Advertising 2024 - 2025	Amity School of Communication, India BA in Journalism and Mass Communication 2020 – 2023
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