

Rishil Agarwal

rishil.098@gmail.com | +91 - 98200 26740 | [LinkedIn](#) | Mumbai, IN

EDUCATION

VES College Of Arts, Science & Commerce, Mumbai IN **Jun'19 - Apr'22**
Bachelor's in Arts (Mass Media & Communication) - BAMMC *CGPA: 8.5/10*

WORK EXPERIENCE

Video Editor Executive, DropTop Royal **Jul 22 - Present**
Intern, DropTop Royal **Feb' 2022 - Jun' 22**

Holistic digital marketing agency, experts in AR filters, Design & Video Content Excuse

- Collaborated with content team to conceptualize & execute 30 social media campaigns for renowned brands like Pizza Hut, Pepsi, KFC, Vivo, achieving ~450K views per campaign
- Orchestrated the success of the Oscar-winning documentary "The Elephant Whispers"; documentary viewership currently stands at 15 million on Netflix platform
- Conceptualized and edited 420 pieces of social media content for brands like Pizza Hut, Pepsi, KFC, Vivo, Hedged, Uniqlo, Sikhya Entertainment, The Tribe & Sante, averaging a 17% increase in brand engagement
- Implemented & executed strategic initiatives that propelled Sikhya Entertainment's social media presence from 32K to 100K+ within a year
- Managed 15 projects for prominent personalities, including Kriti Sanon, Sara Ali Khan, Rashmika Mandana, Katrina Kaif, Hrithik Roshan, Guneet Monga, Avinash Triwary & Karan Swahney

Freelance Video Editor, Couch Potato Media **Jun'19 - Jan'21**
Graphic Designer - contract basis

A contemporary video production house that specializes in conceptual & next-gen video content

- Worked on editing of 3 Mahindra & Spaces corporate videos & implemented advanced editing techniques with Adobe Premiere Pro and After Effects
- Utilized Adobe Photoshop and After Effects to create a captivating phone screen mockup for a bollywood music video, contributing to a staggering 40 million views
- Conceptualized and executed the album cover art for Euphoria's "Sale," using Adobe Photoshop
- Ensured visual consistency by integrating brand logos into diverse platforms, including website redesign & social media profiles & monitored analytics, revealing 24% increase in brand recognition across digital channels

ACADEMIC PROJECT

- **Oreo TVC - Film Communication (2022):** Refined a TV commercial for Oreo, optimizing the storyboard, visual effects & editing using Adobe software, ensuring a captivating & polished product
- **Coca Cola TVC - Documentary & Ad Film Making (2022):** Crafted a captivating commercial, managing filming & editing with Adobe tools, showcasing documentary & ad filmmaking skills for the project
- **DRTV - Direct Marketing (2021):** Executed (DRTV) campaign with a green screen for Direct Marketing. Employed Adobe Premiere Pro for shooting & editing, resulting in a professionally finished product

EXTRA - CURRICULARS

- **Student Leadership:**
 - **Technical Leader, Impression Fest @VES College (2021-2022):** Guided a 4 member team in the editing of multimedia content, videos, graphics & promotional materials for an engaging experience for 500+ attendees
 - **Contingent Leader, @Mithibai College - Kshitij Fest (2019):** Orchestrated event participation by planning and executing diverse activities, including registration, team coordination, and resource management
- **Community Involvement:**
 - **Helper, Goonj (2021):** Led a team of 4 in spearheading activities, including organizing clean-up drives, participating in educational outreach & contributing to mentoring initiatives
 - **Volunteer, Leo Club Chembur (2020 - 2021):** Led a clothing collection drive, gathering 2000+ items, and participated in community initiatives such as winter relief campaigns, mangroves cleaning and animal feeding

ADDITIONAL INFORMATION

- **Online Learning (Coursera):** Artificial Intelligence In Marketing- *U of Virginia (2022)*; Digital Media & Marketing Strategies - *U of Illinois (2021)*
- **Computer Skills:** MS Office (Advanced Excel), Adobe Suite, SEO, SEM, SQL, Google Analytics
- **Interests:** Music, Computers, Cinematography