

Athreya Ram

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SUMMARY

As a Creative Producer and Director with 8 years of experience, I have driven \$5M+ in sales through bold campaigns and high-impact content strategies. My notable work on a 12-episode podcast series for PushOwl surpassed 1,000,000 LinkedIn views. As the Lead Media Production Coordinator for ShopX 2025 in Hanoi, the #1 CRO & Retention Marketing event in Vietnam, I managed a 20+ person cross-country media team and doubled the event's media target goals. Recognized globally, my projects like *Tom Plaid* have earned awards such as "Best Short Film" at the iDEAL International Film Festival and "Best Production Design" at the Golden Thesis Film Festival.

"Athreya is among one of our top, outstanding legacy graduates from the Los Angeles Film School. His outstanding work both in school and Post graduation has been featured in our theaters and has been one of our top award-winning graduates" – Steve Longo, LongoVision Productions, Manager Film & Entertainment Business, Career Development at The Los Angeles Film School.

SKILLS

Creative Producing: Content Strategy & Development, Multi-Platform Campaigns, Visual Storytelling, End-to-End Production, Adobe Creative Suite, Figma

Leadership & Project Management: Team Leadership, Global & Cross-Regional Collaboration, Budget & Schedule Management, Client Relationship Management, Strategic Problem-Solving

EXPERIENCE

MADRAS ENTERTAINMENT FACTORY

LOS ANGELES, CA & CHENNAI, INDIA

Founder, Lead Creative Producer

July 2016 to Present

- Spearheaded media production as the Lead Media Production Coordinator & Supervisor for ShopX 2025, the #1 CRO event for Shopify merchants, leading a 20+ person cross-regional team and delivering 24 high-impact interviews—doubling initial targets for a 250+ attendee event.
- Championed award-winning projects like *Tom Plaid*, recognized at the iDEAL International Film Festival, leaving global audiences inspired.
- Earned U.S. Congressional Special Recognition at the age of 18 for producing *Cobwebs*, a short film that showcased my passion for impactful storytelling.
- Spearheaded a 12-episode podcast series with PushOwl, shattering viewership records with 100K+ LinkedIn views in the first month.
- Collaborated with Congruent Solutions to transform internal branding through powerful employee spotlight videos.

- Orchestrated a video campaign for Glendale Community College, AZ, that amplified awareness of its inclusive international community, fostering a sense of belonging.
- Mobilized cross-regional teams and cutting-edge resources to deliver creative projects that consistently exceeded expectations.

AWP GAMING STUDIOS

PHOENIX, ARIZONA, USA

Lead Creative Producer

March 2022 - Present

- Spearheaded a creative team to develop and deliver impactful projects on time, within budget, and aligned with strategic goals.
- Orchestrated content campaigns that converted viewers into subscribers and subscribers into buyers, generating \$5M+ in sales.
- Accelerated viewer engagement across platforms, achieving measurable growth in audience interaction.
- Directed multi-platform content strategies that strengthened brand identity and maximized market reach.
- Unified schedules, budgets, and creative goals to ensure seamless execution and exceptional output quality.

EDUCATION

BSC – FILM & TV PRODUCTION

LOS ANGELES, CA

The Los Angeles Film School

07/2016 to 03/2020

AWARDS & CERTIFICATIONS

- [iDEAL International Film Festival](#) – Winner, Best Short Film **2022**
- [Golden Thesis Film Festival](#) – Winner, Best Production Design **2023**
- [Cosmic Film Festival](#) – Finalist, Best Short Film **2023**
- [Serbest International Film Festival](#) – Semi-Finalist, Best Short Film **2022**
- [Global Bengaluru International Film Festival](#) – Winner, Best Short Film **2023**

ADDITIONAL INFORMATION

- Recognized with U.S. Congressional Special Recognition for *Cobwebs*, showcasing exceptional storytelling at the age of 18.
- Featured in multiple articles such as [VoyageLA](#), [Benzinga](#), [Hollywood Ruler](#), [IndieWrap](#)
- Screened at multiple festivals with an audience of over 1,000,000, *Tom Plaid* was celebrated for its powerful exploration of racial tension and social impact.