

ASHUTOSH TRIVEDI

Filmmaker • Writer • Creative Producer

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FilmFreeway: https://filmfreeway.com/Botal_Short_Film

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PROFILE

I am a storyteller at heart, with two decades of experience, in writing, directing, and producing short films and branded long-form videos. I craft narrative structure, guide visual storytelling, and shape cinematic language and screen direction. I also lead creative teams, plan shoots, orchestrate on-set cinematography, and oversee post-production workflow to deliver cinema-grade, festival- and broadcast-ready films on practical budgets.

My latest short, **BOTAL (The Bottle)**, is currently on the festival circuit. Shot in 4K log with multi-camera setups, GoPro inserts, and drone footage, it captures immersive visual storytelling.

I have also gained hands-on experience in TV and digital content, by contributing to the direction departments of ongoing TV serial *Bhabiji Ghar Par Hai!* (available on &TV and Zee5) and the recent web series "First Copy" (available on MX Player).

Life Cycle, an earlier short exploring the life of a rag picker child, won 2nd prize at the Shamiana Short Film Festival.

Open to leadership roles in film production - producer, writer, director, or executive producer - across full-time, hybrid, or project-based formats.

CORE STRENGTHS

- End-to-end film production: development → shoot planning → camera setups → direction → post-production workflow → festival strategy → broadcast/digital deliverables
 - Cinematic storytelling: crafting narrative structure, guiding visual storytelling, shaping cinematic language and mise-en-scène
 - Creative leadership: writers' room facilitation, script development, casting, screen direction
 - Production management: budgeting, crew management, vendor negotiation, location logistics, and coordinating the full production pipeline
 - Post-production: editing supervision, color grading & VFX oversight, sound mix coordination
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SELECTED FILMS & VIDEO PROJECTS

BOTAL (The Bottle) — Writer / Director / Producer | Sep 2025

- 22-min suspense-thriller short exploring trust, fear, and superstition.

- Helmed the full filmmaking pipeline: script development, casting, multi-camera direction, screen direction, editing, color grading, sound design, and festival-ready deliverables (self-funded).
- Emphasized immersive visual storytelling to create cinematic impact.
- Festival submissions underway (FilmFreeway project).
- Check it out here: https://filmfreeway.com/Botal_Short_Film

Life Cycle — Writer / Director / Producer

- Crafted an emotionally driven, non-fiction story with strong visual motifs and intentional mise-en-scène.
- Won 2nd Prize in Shamiana Short Film Festival.

Zindagi Smart — Writer / Director / Producer

- 13-minute documentary / corporate film for Rashtriya Swasthya Bima Yojna (RSBY).
- Applied structured narrative arcs and visual storytelling for clarity and impact.

Kalakaar — Writer / Director / Producer

- 15-minute advocacy film for artisans and weavers (ICICI Lombard).
- Focused on cinematic framing, mise-en-scène, and 3-act structure to highlight craftsmanship.

Selected Brand Films & TVCs (Roles: Executive Producer / Creative Lead)

- Produced multiple brand films for Tata Sons, Tata Trusts, Lombard, Nippon India Mutual Fund, SBI Bank & Home Loan, SBI General Insurance, Parle, HUL (Brooke Bond, Lifebuoy, Taaza, Glow & Lovely), EuraWomens
- Developed short and long-form content for social media platforms for Reliance Nippon, Mahindra & Mahindra, Kinder Joy, Avomine, Becozym etc., managing the production pipeline, shoot planning, and post-production workflow

PROFESSIONAL EXPERIENCE

Reliance Nippon Life Insurance — AVP

Feb 2023 – May 2023 · Mumbai

- Produced narrative and branded videos for digital platforms, translating brand messaging into cinematic stories and managing the full production and post workflow.
- Commissioned and managed external production vendors for flagship brand films; supervised script approvals and final deliverables.
- Coordinated post-production including editing, grading, sound, and rollout to internal and external stakeholders.

Future Generali — AVP

Mar 2022 – Jun 2022 · Mumbai

- Developed and produced a series of short brand films and customer-facing video content.
- Managed end-to-end film production for branding campaigns: scripting, vendor selection, shoot supervision, and edit sign-off.
- Implemented simplified on-brand visual language for film assets across digital channels.

Rediffusion Brand Solutions Pvt Ltd — Promoted to AVP

Jan 2016 – Mar 2022 · Mumbai

- Led creative production and multiple film deliveries for high-visibility 360° campaigns (Tata Sons, Tata Trusts, Tata Motors, SBI, SBI Home Loan, SBI General, Nippon India Mutual Fund, Parle).
- Acted as the agency's production liaison: briefing external production houses, managing shoot schedules, budgets, and technical standards for brand films.

Grey RC&M — Account Director

Dec 2014 – Jan 2016 · Mumbai

- Managed creative execution and video production for FMCG and automotive TVCs (Mahindra & Mahindra, Kinder Joy).
- Oversaw creative-to-production handoff—briefing production houses, managing shoots, and ensuring broadcast-quality final films.

IMS Learning Resources Pvt Ltd — BDM

Jul 2014 – Nov 2014 · Mumbai

- Led content creation initiatives and produced promotional videos for institutional campaigns; managed on-ground shoots for video assets.

PA Creations — Creative Producer

Sep 2012 – Jul 2014 · Mumbai

- Founded boutique production house producing TVCs, corporate films, documentaries, and short films.
- Notable productions: Zindagi Smart (13-min corporate film for RSBY), Kalakaar (15-min film for artisans), Life Cycle (award-winning short film for Bicycle Project), Eura Womenz TVC.
- Full ownership of production pipeline: concept → script → casting → location → shoot logistics → post → client delivery.

Firmenich Aromatics Pvt Ltd — Marketing Manager

Jan 2011 – Sep 2012 · Mumbai

- Led B2B marketing and produced product/brand films and launch videos supporting Indian & global pitches to FMCG clients.

Ogilvy — Promoted to Account Director

May 2008 – Dec 2010 · Mumbai

- Conceptualised and produced TVCs and campaign films for HUL (Lifebuoy, Brooke Bond Taaza, Glow & Lovely), ICICI Lombard, Cadbury and other clients; supported creative-to-production handover.

Abbott Healthcare — Brand Manager (early career)

Jun 2005 – May 2008 · Mumbai

- Managed product launches and created educational films/visual assets for brand campaigns (print + film outputs in healthcare communications).

Asian Paints India Ltd — Chemist (early career)

Sep 1999 – Jun 2003 · Greater Noida

- Handled plant branding requirements and produced internal visual communications.
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TECHNICAL SKILLS

- **Editing & Post:** Adobe Premiere Pro · Final Cut Pro X · DaVinci Resolve
 - **Color / VFX:** DaVinci Resolve (Fusion) · Adobe After Effects
 - **Sound & Mix:** Adobe Audition · Fairlight · Audacity
 - **Screenwriting & Pre-Prod:** Final Draft · StudioBinder · Celtx
 - **Design & Storyboard:** Photoshop · Illustrator · Canva
 - **Other:** FilmFreeway, Vimeo portfolio management, Social media management
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AWARDS & RECOGNITION

- Life Cycle — 2nd Prize, Shamiana Short Film Festival (India's pioneering shorts festival – screening in 45+ cities) (as Writer / Director / Producer)
 - Multiple branded films aired/used in large campaigns in various languages
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EDUCATION

- MBA (Marketing – Full-time), Goa Institute of Management — 2003–05
 - M.Sc. (Organic Chemistry), University of Lucknow — 1999
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AVAILABILITY & LOGISTICS

- Based in Mumbai; available for immediate onboarding. Open to full-time, project-based, or remote/hybrid roles.
- Languages: English, Hindi