

Raina Bhartia

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Creative and detail-oriented cinematographer and photographer with 4+ years of experience in production, passionate about bringing compelling stories to life. Skilled in Adobe Creative Suite, with strong project management abilities and a proven track record of delivering high-quality visual content across digital and print formats. Experienced in managing end-to-end video projects, leading teams, driving brand identity, and designing sets and gallery installations. Constantly evolving, always seeking new skills, and dedicated to creating meaningful impact.



EDUCATION: Massachusetts College of Art and Design, Bachelor of Fine Arts in Film/Video and Photography (Dual)

WORK EXPERIENCE:

Co-founder, Marketing Director at Engram Studio Pvt. Ltd.

January 2020 – Present

- Conceptualized and executed striking visual campaigns, strengthening brand identity and boosting digital engagement.
- Directed creative workflows across a cross-functional team, managed negotiations, and handled project budgeting.
- Curated and maintained a dynamic content library; edited videos and designed visuals using Adobe Premiere Pro, After Effects, Photoshop, and Lightroom CC, ensuring polished, client-ready deliverables.

Freelance Cinematographer and Photographer

January 2018 – Present

- Expert in video editing, photography, graphic design, and content manipulation. Produced visual content for various clients including projects such as – filming an educational documentary for J-WAFs at MIT, organizing promotional events for Clinique, and commercial food photography for restaurants like Dimi's Place and Bread Thyme in Boston.
- Delivered tailored content solutions, from professional sizzle reels, headshots to event coverage and music videos, consistently meeting client delivery goals.

Lead Photographer and Social Media Intern at Label Kanchan

2019, 2023 (May – August)

- Photographed Spring/Summer fashion collections, integrating high-quality images into the digital and print media.
- Designed product catalogs using Adobe InDesign, ensuring brand consistency and appeal across platforms.
- Managed content creation for social media, boosting engagement by 12% through innovative visual content strategies.
- Responsible for designing advertisements and editing all written content for socials.

VOLUNTEER EXPERIENCE:

Production Assistant at Massachusetts Production Coalition, Boston

May 2024 – Present

- Supported MPC workshops and events by providing hands-on assistance with logistics at venues such as Red Sky Studio, National Boston, and GBH Boston. Gained valuable insights while learning from industry professionals.

Co-VP Membership, Photo Editor of Newsletter Committee at Boston Ballet Volunteer Association, Boston

February 2024 – Present

- As Photo Editor: Curated and edited visual content for the BBVA's quarterly newsletter, overseeing photography assignments. Made selections to complement written narratives, in collaboration with the layout team for a cohesive design, contributing to the overall creative direction. Managed the archive of edited photos for current and future publications using DropBox.
- As VP of Membership: Led the Membership Committee, driving volunteer recruitment, onboarding, and engagement while managing communications, events, and retention initiatives. Oversaw databases, budgets, and major volunteer events in partnership with the Ballet and BBVA Board. Led the Membership Committee, overseeing volunteer recruitment, onboarding, communications, and event coordination. Managed membership databases, budgets, brochures, and newsletters in collaboration with the BBVA Board and Ballet staff.

TECHNICAL KNOWLEDGE: Adobe Suite (Premiere Pro, Audition, Photoshop, Lightroom Classic, InDesign), Celtx, Da Vinci Resolve, Capture One, Shot Lister, StudioBinder, Trello, Pro Tools, DropBox, Microsoft Office, Google Workspace, Google Analytics.

SELECTED FILM PRODUCTION AND GALLERY EXPERIENCE:

- Director, Producer, DP: *Phool Khil Jaayein*, Short Film (Documentary-Narrative). Screened 2024, MAFF: **Coolidge Corner Theatre**, MA.
- Director, Producer, DP: *Failing The Female*, Short Film (Documentary-Narrative). **GRRL HAUS Cinema**. Screened "Best of 2023" at **Brattle Theatre**, MA.
- Director, Producer, DP: *Malba*, Short Film (Documentary). Screened 2022 **International Science Film Festival**: Best short film. Delhi, India.
- Lighting Designer, Grip: *Get Well Soon*, Short Film (16mm Experimental-Narrative). Director Ren Evans, Screened 2022 **MassArt Junior Show**, MA.
- Director, Producer, Assistant DP: *Burning Amber*, Short Film (Experimental-Narrative) Screened 2022 **MassArt Junior Show**, MA.
- Production Assistant: *Traffic Stop*, Short Film (Narrative) Director Piyu Somani, Screened 2023 **Charlotte Film Festival**.
- Sound Operator: *Ghar Ki Yaad*, Short Film (Narrative) Director Mirsab Baig, Screened 2024 MAFF: **Coolidge Corner Theatre**, MA.
- Director, Producer, DP: *MAMIHLAPINATAPAI*, Short Film (Narrative).
- **Gallery 51 and Arts/Design Lab** in North Adams, MA. *Spectral Strata*, a collaborative multimedia installation, 2023.
- Frances Euphemia Thompson Gallery: *For a While It Was Forever*. **Photography Show** in Boston, MA and **Photo Book**, 2023.
- **Rolling Stones India**, online highlight on Indie Artists (Portraits), 2020.
- Heat and Health Fair Gallery at **The Museum of Science**, MA. Photographs laser-etched on metal, 2022.