

# LAKSHMI MAYA MENON

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## SUMMARY

Driven Video Producer with 3+ years of bringing an innovative approach to the production of forms of entertainment like film, games, video ads, and e-learning additionally, while creating a team-driven environment that fosters room for development and growth. Key values include leadership, networking with industry leaders, team engagement, and results-driven.

## EMPLOYMENT HISTORY

BYJU'S

April 2021- Present

### Associate Manager, Delivery and Production

- Intracompany transition and role escalation from Whitehat Jr.
- Liaise between vendors, crew, and internal teams for on set production of creative content
- Track and maintain production status and delivery reports of milestones keeping the stakeholders updated
- Provide assistance in terms of support tasks as needed from pre-production, asset management, video branding, post-production, and delivery
- Working in an agile fast-paced environment on large scale projects and changing priorities
- Undertaking the day-to-day project support: source required information, review creative/provide feedback, including visualization and storyboarding, research & investigate details required for successful completion

Whitehat Jr. (Mumbai, India)

Nov 2020- April 2021

### Senior Video Producer

- Overseeing projects and visualizing data across all assets for the New Math team; receiving a brief and feedback from the brand team, following direction from the creative director and head of curriculum and innovation, and other curricula/subject matter experts to maintain content on the LMS
- Owning the timely tracking of written project documentation to internal teams and clients with full engagement of project delivery
- Monitoring and construction of curriculum videos by visualizing based on a set of aesthetics and the company guidelines of animation and motion graphics
- Script, storyboard, budget, allocate resources, set deadlines, and select optimal forms of media for projects with recording software like Loom, Camtasia, Captivate, Adobe Photoshop/Illustrator, etc
- Collaborate closely with internal clients and stakeholders to help facilitate the creation of multimedia content
- Plan video shoots; scout, select and reserve shoot locations, and develop production schedules
- Maintaining a database of contact information(such as VO artists, freelancers, etc.) and development updates for video, including tracking and reporting on opening and closing of new briefs. Leveraging resources/outsourcing work based on the requirement of projects. Providing on-point insights on the videos made to iterate as much as we can to make the best product
- Ensuring all editing cuts, splices, changes, and additions appear seamless and natural and help the story flow more effectively in the finished product
- Discussing the project timeline, narrative structure, story goals, and more with the directors as the project is edited

Gamestacy(Freelancer)

Aug 2020- Nov 2020

### Video Producer

- Utilized Adobe Premiere Pro, Illustrator, After effects, and Photoshop to create advanced designs and animations for trailer productions and long-range assignments for the free-to-play game called Influenzer
- Worked closely with developers, artists, and game designers to get an idea about the latest features of the game
- Delivered videos for Instagram, G-play, and Facebook for marketing and product launch
- Collaborated with the team on ideas and storyboards, and presenting those concepts to internal stakeholders and clients
- Understanding of storyboarding, typography, color theory, principles of animation, and conceptualization
- Have worked with Jira, Asana for project management for working towards a common goal

**Inhouse Filmmaker(Incl. Editing and Direction)(Project For Master's thesis)**

- Initiated a team with all aspects of video production including research, development, shoot prep, editing, delivery, and outreach
- Created storyboards
- Daily filming, photography, organizing, and editing for a week
- Daily use of lighting and keying for filming
- Assessed the industry talent and trends in the UK to get the cast and crew up and running
- Provided ongoing training for production teams and script reading with the cast
- Liaised with casting agency and Legal & Licensing teams to ensure all aspects of film production have been properly cleared

Milaap Social Ventures (Bangalore, Karnataka, India)

Nov 2016 - Aug 2018

**Business Operations Associate**

- Created and updated weekly/monthly finance plan progress reports for internal use
- Authored short stories of highly specialized publications like the Better India, Lend-a-Hand, etc. for a general audience
- Identified and monitored fundraising activity.
- Created written presentations and reports.
- Created Video tutorials for the onboarding of new partners on the lending platform

**OTHER INTERESTS**

I love traveling(mostly mountains), sketching, and trying out new recipes to cook.

**LANGUAGES**

English, Hindi, Malayalam, Tamil

**EDUCATION**

- Master of Arts Media Production Film and TV, University of Sunderland, Sunderland, United Kingdom 2019-2020
- Bachelor of Arts degree in English Literature and Communication Studies, Mahatma Gandhi University, Kochi, India 2013- 2016