

ASHUTOSH KUMAR VERMA

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PROFESSIONAL SUMMARY

Creative Photographer and Cinematographer with 6 years of experience in fashion photography, advertising shoots, and music video production. Proven expertise in delivering high-quality visual content for brands and events across India. Specialized in fashion editorials, commercial campaigns, and event documentation with strong client relationships.

NOTABLE PROJECTS

- IIT Bombay Mood Indigo Festival** | *Event Photography & Videography*
 - Official photographer for Asia's largest college festival, capturing 500+ images across multiple events
 - Documented performances and cultural events over 4-day festival with 100,000+ attendees
 - Delivered comprehensive visual coverage within tight deadlines with team coordination
- Chandigarh Fashion Time Editorial** | *Fashion Photography*
 - Executed fashion campaigns for prominent Chandigarh brands with creative direction and location scouting
 - Delivered 300+ edited images contributing to 45% increase in brand social media engagement
 - Collaborated with designers, makeup artists, and stylists for cohesive visual narratives
- Commercial Advertising Portfolio** | *Advertising Photography & Videography*
 - Produced advertising content for 30+ brands across lifestyle, fashion, F&B, and technology sectors
 - Managed multi-location shoots coordinating production crews, talent, and equipment logistics
 - Delivered assets optimized for social media, print, and digital advertising platforms
- Music Video Production** | *Cinematography & Direction*
 - Directed cinematography for 15+ music videos across pop, indie, and regional music genres
 - Executed complex camera movements, lighting setups, and color grading to enhance production value
 - Managed budget allocation and scheduling to deliver professional output within client constraints

PROFESSIONAL EXPERIENCE

Freelance Photographer & Cinematographer

2018 – Present

Chandigarh, India

Self-Employed

- Executed 200+ photography and videography projects across fashion, advertising, music videos with 95% client retention
- Directed advertising campaigns for 30+ brands, increasing brand visibility and engagement by 60%
- Produced 15+ music videos collaborating with artists to deliver compelling visual storytelling
- Managed end-to-end production including planning, shooting, lighting, and post-production editing

Fashion Photographer

2020 – Present

Multiple Locations

Various Fashion Brands & Events

- Captured high-quality fashion photography for 50+ fashion shows, editorial shoots, and brand campaigns
- Collaborated with designers, stylists, and models to execute creative vision and deliver compelling narratives
- Maintained technical expertise in studio and outdoor lighting for optimal image quality across environments
- Managed digital workflow including RAW processing, color grading, and retouching for publication-ready images

Commercial Videographer

2019 – Present

India

Advertising Agencies & Production Houses

- Produced commercial video content achieving 85% client satisfaction through creative storytelling and precision
- Operated professional cameras, gimbals, and drone systems for diverse shooting requirements
- Coordinated with creative directors to translate brand messaging into engaging visual content
- Implemented efficient post-production workflows reducing delivery time by 40%

TECHNICAL SKILLS

Photography: Fashion, Editorial, Commercial, Event, Portrait Photography

Cinematography: Music Videos, Commercial Content, Advertising, Drone Videography

Equipment: Sony Camera, Sony 50mm Lens, Gimbal

Core Skills: Studio Lighting, Location Scouting, Art Direction, Creative Development, Client Management

ADDITIONAL INFORMATION

Location: Chandigarh with flexibility to travel across India | **Languages:** Hindi (Native), English (Professional)

Professional Network: Established connections with fashion designers, advertising agencies, event organizers, and production houses across major Indian cities

Work Ethic: Known for punctuality, professionalism, and ability to work under pressure in fast-paced environments

ACHIEVEMENTS & RECOGNITION

- Successfully delivered 200+ professional photography and videography projects with consistent quality and timeliness
- Maintained 95% client retention rate through exceptional service delivery and creative excellence
- Selected as official photographer for IIT Bombay Mood Indigo, one of Asia's largest cultural festivals
- Built diverse portfolio spanning fashion, commercial advertising, music videos, and large-scale event documentation
- Recognized for technical expertise in photography and cinematography with proficiency in latest equipment and software
- Established strong reputation in Chandigarh fashion industry as reliable and creative visual content creator
- Developed efficient post-production workflows reducing client delivery time by 40% while maintaining high quality standards
- Successfully managed complex multi-location shoots coordinating teams of 10+ crew members, talent, and equipment
- Built extensive professional network with fashion designers, advertising agencies, production houses, and event organizers
- Consistently received positive client feedback for creative vision, technical precision, and professional work ethic