## **🎓 IMI – Capturing the Essence of India's Premier B-Schools**

**Client:** IMI (International Management Institute)  
 **Agency Partner:** Ripul Aggarwal – AVR Events  
 **Role:** Complete Video Production (Camera & Editing)  
 **Platforms:** YouTube | Instagram | LinkedIn

### **A Consistent Visual Voice Across All IMI Branches**

Over the past campaigns, **Kuldeep Chauhan** has been entrusted with handling the entire video production journey for IMI’s digital presence—including all three campuses (Delhi, Bhubaneswar & Kolkata). From crafting **student testimonials**, **event coverage**, and **placement success stories** to **institutional branding films**, every video reflects a deep understanding of academic storytelling and campus energy.

With **Ripul Aggarwal from AVR Events** leading the event production side, Kuldeep executed a wide range of video content—from on-ground camera work to final post-production—for IMI’s **YouTube**, **Instagram**, and other social media handles.

### **🎥 Core Responsibilities**

* **Pre-Shoot Coordination:** Working with campus teams and students to structure testimonials, define key messages, and ensure optimal shoot environments.
* **Cinematography:** Solo/multi-cam shooting for interviews, walk-throughs, seminars, and college festivals—capturing authentic moments, dynamic visuals, and clean compositions.
* **Editing & Post-Production:** Full editing, color correction, audio treatment, lower thirds/graphics integration, and final delivery optimized for digital platforms.
* **Cross-Campus Consistency:** Maintaining a consistent visual tone and storytelling format across content shot at **IMI Delhi**, **IMI Bhubaneswar**, and **IMI Kolkata**.

### **📌 Featured Work**

1. [Campus Life – IMI Bhubaneswar](https://www.youtube.com/watch?v=mgfNKKeKrYc&t=4s)
2. [Kritva 2024](https://www.youtube.com/watch?v=nWRGCuiJMy8&t=13s)(Event Video)
3. [IMI Insights Podcast | Ep 4 - HR: A Catalyst in India’s Orange Economy](https://www.youtube.com/watch?v=CwWf5C9PUJE&t=92s)
4. [IMI Delhi | 41st Annual Convocation Ceremony Highlights](https://www.youtube.com/watch?v=ybMAVHPuuZo)
5. [SIP Experience | Anjali Singh | PGDM](https://www.youtube.com/watch?v=HI4nY13qkkA)
6. [WELCOME BATCH OF 2023-25](https://www.youtube.com/watch?v=VUh78cxA_04&t=7s)
7. <https://www.instagram.com/reel/DGFIKZXzYLP/>
8. [National Alumni Meet 2023](https://www.youtube.com/watch?v=3xMRzd0VN_E)  📲 [All IMI Social Media Videos](https://www.youtube.com/@IMIsocialmedia/videos)

### **A Freelance Journey Backed by Trust & Delivery**

This long-term freelance collaboration showcases **Kuldeep Chauhan’s** ability to take full ownership of content creation—working end-to-end with minimal supervision while ensuring brand-aligned, high-quality content is delivered on time.

The trust extended by **Ripul Aggarwal (AVR Events)** enabled a smooth and efficient workflow, with Kuldeep managing everything from on-site production to tight-turnaround edits across multiple campaigns and student intakes.

### **Want to Work With Kuldeep?**

If you're looking for a reliable, creative, and technically sound freelance video professional for events, education, or branded content, Kuldeep brings the experience and dedication to deliver results across formats and platforms.

Let me know if you want this styled as a **scrollable portfolio page** with video thumbnails, quotes from students, or stats (views, reach, etc.).