



AARNAV MUKHERJEE

STORYTELLER &
VISUALIZER

PERSONAL PROFILE

A storyteller at heart, I am skewed towards conceptualizing, developing and delivering great ideas. My constant urge for creativity has been the driving force behind my now almost 9 years long progression. The spirit of overcoming monotony has pushed me to work across mediums like Branded content (Digital&Tv), Reality content, documentaries and audio.

AREAS OF EXPERTISE

Conceptualising Original Content
Content Development
Creative Production
Creative Direction
Branded Content

WORK EXPERIENCE

DIRECTOR - BRANDED CONTENT

Hogarth Worldwide, WPP | June 2023 - Present

I have joined Hogarth with the scope of building branded content practice.

HEAD - WAVEMAKER FILMS

Wavemaker, GroupM | Oct 2020 - May 2023

- Currently leading the original content production, providing cutting edge branded content solutions to the national portfolio of brands across Wavemaker.
- Building and producing original formats - Series, mini series, films across all content platforms
- Creating strategic production partnerships and achieving cost effective creative production solutions
- A member of the WPP Creative Production Council

KEY PROJECTS:

Campaign-Total Hi-Perf "Lamba Chalega"

Campaign-Starbucks "Stuff that matters"

Campaign-Gemini, Cargill "Ek Aur Pehechan"

GROUP HEAD - WAVEMAKER & LEADING FILMS PRATICE IN WAVEMAKER

Wavemaker, GroupM | Oct 2019 - Oct 2020

- Growing WM films product as a robust offering integrated with media solutions
- Double hatting the role of an Conceptualizer and Creative Producer for all WM films projects
- Member of national creative team helping with brand solutions and developing concept notes
- Member of national pitch team, new business for ideation and conceptualizing
- Driving Groupm's IP "Brew", country's only upfront event bringing together the top creators of the industry with all the brands under Groupm's cloud

KEY PROJECTS:

Gemini Har Ghar Pandal - TVC + Digital film,

Walkaroo Food Chase, #MadburyCadbury With Celebrity Chef Ben Ungermann, Silk "Firsts" with Dice Media, Brew 2020

#AuthorTheCulture

SKILLS

Script development
Direction
Cinematography
Editing

- Software Known:
Adobe Premier, Adobe After Effect,
Adobe Photoshop.

CONTACT INFO

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CONTENT MANAGER

Wavemaker + GroupM Central | Sept 2017 - Sept 2019

- Conceptualising and original content solutions for all brand briefs
- Creative and production budget evaluation for all content partnership projects
- Evangelizing the use of content in brand media plans for teams across clients
- Development, pitching and execution of projects across media touch points and clients / relevant media partners
- Spearheaded a tailor made "Content Day" for Vodafone India, in which 90+ content creators participated

KEY PROJECTS:

Lupin V Bath - Sahi Baat, DPA "Pyaar Actually" on Hotstar, Vodafone Sakhi with Times Network, Sakhi Anthem sung by Neha kakkar, Vodafone Content Day 2018, Brew 2018 etc

FREELANCE WORK EXPERIENCE

2013 - 2017

Description

I wanted to be part of filmmaking. Although I did study filmmaking during college, I believe I learnt more on the job.
Early gigs included working over 100+ films across formats for key publishers like WHO, Unicef, YRF, Epic TV, Living Foods, Zoom TV etc.

DEPARTMENTS:

Director + Cinematographer (Key Projects)

- I Miss You, a mother's day special film for a content platform
- Arrow Life smart shirt digital film with Ayushman Khurana
- Be Scrappy, is a makeshift new service run by kids for kids by Going to school.

Cinematographer (Key Projects)

- An Epic Tv Special on the Brand Royal Enfield
- Kaun hain Raees? Ft. Shahrukh khan - Being Indian, Culture Machine
- The Family Affair (A TV show of 5 episodes) for News Asia, Singapore
- TGIF Season 2 with Chef Ranveer Brar for ZOOM TV

Creative Producer (Key Projects)

- Jabong Online Fashion Week sponsored by Times Group and broadcasting partner Zoom (TV Channel - 7 episodes)
- Black Pepper Red Pepper (A documentary on World War 1 for Ministry of External Affairs)
- UNICEF Champions – Umeedon Ki Udaan (A TV series of 35 episodes – Anchored by Priyanka Chopra)