

Saurabh Agrawal

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With over 12 years of experience in digital and broadcast journalism, I specialize in crafting high-impact video narratives on defense, military strategy, and geopolitical developments. From scripting to editing, I produce engaging, SEO-optimized content that decodes complex global affairs for digital audiences. As a video producer and senior content strategist, I'm skilled in end-to-end production workflows i.e. shooting, scripting, editing, and optimizing for multiplatform reach. My work spans coverage of wars, missile systems, historic conflicts, and real-time geopolitical flashpoints. I also integrate AI-powered tools to enhance workflow efficiency and audience engagement.

Work Experience

Indiatimes.com (Times Internet Ltd.)

December 2017 – Present

Assistant Editor - Videos

- I produced, wrote, and edited videos for various platforms, including websites and social media channels, specialising in YouTube.
- Started as a video producer at Indiatimes and progressed to Assistant Editor through dedication and hard work.
- Created high-quality content on breaking news, trending topics, and tech reviews (phones, laptops, cameras).
- Developed engaging content on defence, history, and geopolitics in both Hindi and English.
- Notable productions include:
 - "A Day in the Life of India" – A show highlighting the lives of various professionals.
 - "Children of Terror" – A season featuring interviews with martyrs' families.
 - "Frontlines (Season 3)" – Providing insights into the armed forces.
- Produced, wrote, and anchored successful YouTube videos analyzing the recent Iran-Israel war, providing in-depth coverage of military operations, ceasefire developments, and geopolitical implications.
- Created impactful video content on Operation Sindoor, the India-Pakistan conflict, highlighting key events and regional dynamics.
- Developed and edited videos on the Russia-Ukraine war, delivering timely updates and insightful analysis.

Aajtak (TV Today Network Ltd.)

December 2015 – November 2017

Video Producer

- Part of the International Distribution team, managing channels broadcasted for NRIs in the UK, US, Canada, and the Middle East.
- Produced notable shows like "Spotlight" and "Chai Chat with Loveena," featuring stories and interviews of successful non-resident Indians.
- Wrote news packages for a Punjab-focused show aired in the UK.
- Conducted on-ground reporting and interviews, highlighting journalistic versatility and fieldwork experience.

India News (ITV Network Ltd.)

November 2013 – December 2015

Video Producer

- Started as a Junior Assistant Producer and advanced to Assistant Producer through hard work and dedication.
- Junior producer of prime-time chat shows such as "Beech Behes," "Sarhad Aar-Par," and "Tonight with Deepak Chaurasia."
- Conducted surveys during the 2014 General Assembly Elections for India News.
- Produced special shows on controversies surrounding godmen and spiritual leaders in India.
- Created a show on the newly opened route to Kailash Mansarovar, displaying travel and cultural insights.

Strengths and Expertise

Core Competencies:

Innovative Problem-Solving, Effective Communication Skills, Adaptability and Resilience in Dynamic Environments, Leadership and Collaborative Teamwork, Strategic Analytical Thinking, Efficient Time Management, Client-Centric Approach, Meticulous Attention to Detail, Commitment to Continuous Learning, Strong Ethical Standards, Project Management, Audience Engagement, Trend Analysis and Adaptation, Brand Development and Management, Strong Research Abilities, Effective Crisis Management, Innovation and Creativity, Data-Driven Decision Making, Client Relationship Building, Strategic Content Planning, Skilled in Cross-Functional Coordination.

Technical Skills:

Video Production, YouTube Content Creation, Technical Proficiency, AI-Driven Video Production, Digital Marketing, SEO Optimization, Social Media Management, Journalism, Script Writing, Video Editing Software Proficiency, Audio Engineering, Colour Grading, Video Marketing, Video Analytics, Content Creation and Curation, Advanced Technical Knowledge, Proficient in Multimedia Tools, Collaborative Team Leadership.

Software Proficiency:

Adobe Photoshop, Adobe Premiere Pro, Adobe Lightroom, Adobe Illustrator, Adobe Audition, DaVinci Resolve, Final Cut Pro, Capcut, PowerPoint, Excel, Word

Education

Indira Gandhi National Open University, Delhi | PG Diploma in Journalism & Mass Communication | January 2022 | CGPA – 7.12/10

University of Allahabad, Prayagraj | Bachelor Of Arts in Media Studies | July 2013 | CGPA - 8.63/10

Key Certification and Attributes

Certifications

Global Diplomacy – Diplomacy in the Modern World | YouTube Algorithms, SEO & Ads Masterclass | Adobe Photoshop Pro Training | Adobe Premiere Pro Advanced Masterclass | ChatGPT, Midjourney, Generative AI, Dall-E training | Stakeholder Management and Engagement | Public Relations Masterclass | Communication Masterclass | Cinematography Masterclass | Public Relations - Media Crisis Communication | Meta - Short Video Masterclass | DaVinci Resolve, Colour Grading & Edit

Attributes

- **Creative Thinker:** Able to produce unique and engaging ideas for content and videos.
- **Detail-Oriented:** Able to spot errors and inconsistencies in content and video production and correct them accordingly.
- **Excellent Communicator:** Able to convey ideas and information through clear and concise language, both in writing and verbally.
- **Adaptable:** Able to work on several types of content, from long-form articles to social media posts, as well as short-form social media videos to long-form documentaries.
- **Strategic:** Able to plan and execute content based on the audience, goals, and objectives of the project.
- **Collaborative Team Player:** Strong track record of fostering collaboration across diverse teams, harnessing collective expertise to achieve exceptional results.
- **Tech-Savvy:** Skilled in various software and tools used for video production, such as editing software, cameras, and lighting equipment.
- **Analytical:** Able to use data and metrics to measure the success of the content and adjust accordingly.
- **Deadline-Driven:** Able to prioritize tasks and manage time effectively to meet deadlines.
- **Passionate:** Driven by a love of storytelling and a desire to create compelling and informative content.
- **Innovative Problem Solver:** Skilled at identifying creative solutions to complex challenges in content creation and production.
- **Resourceful:** Adept at utilizing available resources efficiently to produce high-quality work.
- **Client-Focused:** Dedicated to understanding and meeting client needs and expectations.
- **Leadership:** Proven ability to lead projects and teams to successful completion.
- **Initiative-taking:** Highly driven and capable of working independently with minimal supervision.
- **Multitasking:** Proficient in managing multiple projects simultaneously without compromising on quality.
- **Continuous Learner:** Committed to staying updated with the latest industry trends and technologies.
- **Cultural Sensitivity:** Able to create content that respects and reflects diverse cultures and perspectives.
- **Efficient Workflow Management:** Expertise in optimizing production workflows to enhance efficiency and output quality.