



# Brian Mascarenhas

## Personal Information

- Ready To Relocate
- Title: Lead Video Editor
- Date of Birth: 30<sup>th</sup> August, 1994

## Linkedin Profile

- [www.linkedin.com/in/brianm1994](https://www.linkedin.com/in/brianm1994)

## Work Link

- <https://brianam1936.wixsite.com/my-site>

## Professional Summary

### Creative Lead Video Editor | 8+ Years of Expertise

Experienced in creating high-quality video content and motion graphics for 50+ renowned brands, including Disney, Marvel, Reliance, Maybelline, Celio, UNO and PepsiCo. Skilled in leading creative teams, optimizing workflows, and reducing turnaround times by 30%. Adept at delivering visually compelling narratives tailored for global audiences. Ready to bring creative storytelling and strategic editing expertise to Dubai's dynamic media landscape.

## Experience

### Schbang Digital Agency | Mumbai, India

June 2020 - Current

#### Lead Video Editor

- Led a team of 20 video editors and animators, producing 8-10 high-quality videos daily for global markets, increasing video output by 30%.
- Collaborated with top brands like **Britannia, Marvel, Maybelline, PepsiCo, MAC Cosmetics, Disney+ Hotstar, Riot Games, Jio, Amazon Prime, Barbie, and Kerastase**, contributing to campaigns that reached an audience of over 100 million globally.
- Produced diverse content, including branded campaigns, product launches, and social media videos, **optimized for multicultural audiences**.
- Integrated Adobe After Effects for motion graphics, **cutting turnaround time by 40%** and elevating visual quality to international standards.
- Conducted regular research on industry trends and best practices, implementing new techniques that resulted in a **15% improvement in video engagement** across social platforms.
- Ensured that final edits were free from errors or technical issues, achieving a **99% accuracy rate** before submission or publication.
- Communicated regularly with clients, providing updates on project progress and addressing feedback, leading to a **95% client satisfaction rate**.

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## Skills

- Advanced Video Editing & Post-Production
- Motion Graphics & Animation
- Adobe Creative Suite (Premiere Pro, After Effects, Photoshop)
- Creative Direction & Storytelling
- Creative Strategy & Campaign Execution
- Branded Content Production
- Trend Research & Video Innovation
- Cross-Cultural Collaboration
- Client Communication & Stakeholder Management
- Multi-Platform Content Creation (Social Media, Web, OTT)
- Team Leadership & Performance Optimization

## Awards

- **Jio VIP BOX 2023 Campaign:** Won 16 industry accolades, including the prestigious Maddies Mobile Awards and e4m DigiOne Award.
- **Best Content in an Online Commercial (DOD Awards 2019):** Spoonful of Strength campaign recognized for impactful storytelling.
- **Best Video Content in a Digital Campaign (VIDEA 2020):** NIYO - Digital Banking campaign honored for outstanding digital content creation.
- **Best Online Commercial (DOD Awards 2019):** Awarded for Mothers Against Influenza campaign for compelling narrative and execution.
- **Branded Content - Special Mention (VIDEA 2020):** Recognized for the #faceuptotheworld campaign for Lacto Calamine, highlighting brand engagement.

## Reddot Entertainment

November 2016 - April 2020

Sr. Video Editor

- Started at Reddot Entertainment, focusing on digital commercials, live event edits, and motion graphics for leading brands such as Abbott, Castrol, Sony, Mahindra, and Kellogg's.
- Edited live event videos for immediate impact, delivering high-quality content under tight deadlines.
- Created motion graphics to enhance brand storytelling, elevating the visual experience for audiences.
- Developed adaptable content strategies, contributing to brand growth and laying the foundation for global markets.

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## Language

English & Hindi

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## Education

Diploma in Digital Media & Filmmaking

June 2015

Fx School, Mumbai

Editing and Graphic Design

June, 2015

Arena Animation, Mumbai

