

# radha rajan

EDITOR | DIRECTOR  
CREATIVE PRODUCER

## full time experience

**Kinsane Entertainment | Head of Live Action & Regional Content** 2017-2019

- Supervised a team of producers to produce kids content, primary property on YouTube - '[KinToons](#)'
- Supervised planning of digital release schedules
- Managed animation work flows and [Indian regional language adaptations](#) with third party vendors
- Directed [live action puppet shoot](#)
- Supervised development of pop-up books series
- Conceptualised and developed creative pitches & show bibles.
- Drafting contracts, annual budgets, research planning

**Leo Burnett | Creative Producer** 2013-2016

- Regional creative agency producer and production process management with third party vendors
- Produced TV and print advertisements for P&G hair care brand '[Rejoice](#)' for Asian Markets.
- Worked on P&G brands like [Whisper](#), [Tide](#) and [Herbal Essences](#) for Indian and Asian markets.
- Ideation and production of animatics for qualifier films

**The Walt Disney Company (India) | Promo Producer** 2008-2010

- Directed and produced promos and marketing material for various adapted shows as well as local original productions, branded partnership solutions and consumer products.

**Nickelodeon | Promo Producer** 2007-2008

- Writing, Editing, Visual & Motion Graphics, producing promos for shows, campaigns, events

**Channel [V] | Video Editor** 2005-2006

- Video editor for creative promos team.
- Switched roles to being a promo producer.

## education

**BA - Economics & Psychology** 2009  
University of Mumbai

**MA - Psychology** June, 2024  
Chandigarh University

## hobbies

Painting, Piano, Pottery, Sewing, Scuba Diving

## profile

**Phone** 98922 43948

**Email** radharajan0@gmail.com

**Languages** English, Hindi, Tamil

**Location** Mumbai/Remote

## professional summary

- Launched e-commerce store [The Happy Quokka](#) to sell gratitude journals and colouring books in 2022 and successfully sold on Amazon.
- Authored and self-published a children's picture book "[A Quokka's guide to Happiness](#)" on Amazon
- Conducted relationship seminars for Military personnel & families with interactive surveys.
- Edited, directed and produced short form video content and marketing materials - (ads, promos, music videos, corporate AVs, animatics, etc)
- Freelanced with several directors & production houses as AD/DA/Editor/Post Producer
- Experienced in managing animation work flows
- Annual budget allocation, resource planning, team building & leadership.
- Feature film editorial team - [No Fathers in Kashmir](#)

## certificates

**Film making** Jun 2005  
New York Film Academy

**Digital Marketing** Feb 2020  
Digital Frontier Academy

**UX/UI Design** Nov 2021  
Google

**Marriage Relationship Counselling & Family Therapy** May 2023  
NHCA Singapore

**Child & Adolescent Counselling** May 2023  
NHCA Singapore

## skills

- Concept & Script
- Editing & Direction
- Video Production
- Design & Illustration
- Project Management
- Storyboarding & Prototyping
- User Research & Testing

## tools

- Photoshop, Illustrator
- Premiere, FCP
- After Effects
- Procreate
- Adobe XD, Figma
- Wrike, Slack
- Microsoft Office

[www.radharajan.com](http://www.radharajan.com)

