



Shruthi Sajeesh

EPISODE DIRECTOR/ CASTING
ASSISTANT / OPERATIONS MANAGER
/ EVENT CO-ORDINATOR / EVENT
MANAGER

CONTACT

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A Abudhabi, UAE.

EDUCATION

**St Thomas College,
Thrissur**

2015 - 2017

Masters of Visual Communication

**Shree Narayana Guru
College, Chembur,
Mumbai.**

2011 - 2015

Bachelor of Mass media

SUMMARY

Creative, organized professional with a passion for working with people and leading teams. Quick learner with excellent time management skills, thriving in fast-paced and demanding environments. Adept at embracing new technology and disciplines. Results-driven event coordinator with over 5 years of experience in planning and executing a diverse range of events, including corporate conferences, weddings, advertisements, Reality Show(Bigg Boss) and Malayalam movie. Proven track record of exceeding client expectations, managing multiple projects simultaneously, and collaborating effectively with vendors and stakeholders. Strong organizational and communication skills, dedicated to creating memorable and seamless experiences for clients and guests. Eager to leverage my skills and experiences in event coordination, Reality shows, advertisements to contribute to a dynamic team delivering exceptional results.

EXPERIENCE

Showcraft Events LLC, ABUDHABI Event

Manager July 2024 - Till Now

Key Responsibilities:

Event Planning and Coordination:

- Develop and manage event project plans, timelines, and budgets to ensure successful execution of events.
- Coordinate all logistical aspects of events, including venue selection, catering, audio-visual needs, and transportation.

Client Engagement:

- Collaborate with clients to understand their event goals and objectives, providing personalized recommendations based on their needs.
- Serve as the main point of contact for clients throughout the planning and execution phases, ensuring clear communication and satisfaction.

Vendor Management:

- Identify, negotiate with, and manage relationships with vendors and suppliers, such as venues, caterers, decorators, and entertainment.
- Ensure that all vendors meet the company's standards for quality, service, and budget adherence.

Marketing and Promotion:

- Assist in the development and execution of marketing strategies to promote events through various channels, including social media, email campaigns, and partnerships.
- Create promotional materials, including event flyers, signage, and online content.

St Anthony Girls High School, Chembur.
2009-2010
Bachelor of Mass media

Instagram Portfolio - Photography works

https://instagram.com/picsby_shruthi?igshid=MTg0ZDhmNDA=

S K I L L S

Microsoft Powerpoint
People Management
Team Building
Sustainable design
Communication
Project Management

L A N G U A G E

ENGLISH
HINDI
MARATHI
MALAYALAM

On-site Event Management:

- Oversee all aspects of event execution, ensuring the event runs smoothly and addressing any issues that arise on-site.
- Manage event staff and volunteers, providing clear instructions and support throughout the event.

Post-event Analysis:

- Conduct post-event evaluations, collecting feedback from clients and attendees to assess event success and identify areas for improvement.
- Prepare detailed reports on event performance, including budget analysis and recommendations for future events.

Budget Management:

- Develop and maintain event budgets, tracking expenses and ensuring projects are completed within financial constraints.
- Identify cost-saving opportunities while maintaining quality and client satisfaction.

Networking and Relationship Building:

- Foster and maintain relationships with industry professionals, potential clients, and partners to facilitate future business opportunities.
- Attend industry events and conferences to stay updated on trends and best practices.

Compliance and Risk Management:

- Ensure all events comply with relevant regulations, safety standards, and company policies.
- Identify potential risks and develop contingency plans to mitigate them.

ENDLESS CREATIVITY, ABUDHABI

Event Manager APRIL 2023 - JUNE 2024

Key Responsibilities: **Event Conceptualization:** Collaborated with clients to understand their event objectives, developed event concepts, and created detailed event proposals outlining logistics, budget, and timelines. **Event Planning:** Coordinated all aspects of event planning, including venue selection, catering, audiovisual equipment, décor, and entertainment. **Vendor Management:** Managed relationships with vendors, including catering companies, florists, photographers, and musicians, to ensure timely delivery of services and products. **Budgeting and Cost Control:** Created and managed event budgets, ensured cost-effective decisions, and maintained accurate financial records. **Event Execution:** Overall event setup, coordinated with event staffs, and ensured timely execution of events. **Logistics:** Coordination with transportation, accommodations, and other logistics for event attendees. **Communication:** Maintained open communication channels with clients, vendors, and team members to ensure seamless coordination. **Problem-Solving:** Troubleshot issues that arose during events, resolving conflicts and ensuring minimal disruption to the event. **Post-Event Evaluation:** Conducted post-event evaluations to gather feedback from clients and attendees, identified areas for improvement, and implemented changes for future events.

MNK EVENTS & DANCE

Operations Manager October 2023 - March 2024

- Coordinate all aspects of event planning, including venue selection, catering, entertainment, and logistics.
- Develop and manage event budgets to ensure cost-effective execution
- Curate customized Quotation & Invoices according to client needs
- Coordinate with vendors and suppliers to meet event requirements and deadlines
- Create and distribute event invitations, promotional materials, and marketing collateral
- Manage event registration and attendee tracking
- Oversee on-site event operations to ensure a smooth and successful event experience for all participants
- Liaise with internal stakeholders and external partners to align on event objectives and deliverables
- Conduct post-event evaluations and analysis to measure the success of events and identify areas for improvement
- Stay up-to-date on industry trends and best practices to continually enhance event planning and execution strategies.
- Handled operations for MNK dance studio as well – scheduling general classes, private sessions
- Core planning for Dance Performance at Global Village, Dubai
- Overlooked and handled MNK team at BRS Annual day function for dance, costume makeup etc
- Handled social media pages for MNK Events & Dance.
- Handled complete accounts department for MNK Events & Dance

Mirha Events - Spice Fashion Culinary Couture

Event Co-ordinator Septemeber 2023

Worked as an Event Co-ordinator for this project - Michelin-star Chef Suresh Pillai was the Chief Guest and Judge for the Culinary competition held. Coordinated with the team and managed end to end show, competition, Rampwalk and live dance performances.

Bigg Boss Malayalam Season 5

Endemole Shine Pvt Ltd

Daily Episode Director April 2023 - July 2023

In the role of overseeing the Big Boss contestants and their activities, I was responsible for capturing moments to create episodes for viewers. This involved editing and arranging footage into episodes for broadcast, with each episode airing within 36 hours of the incident. I coordinated with the camera team to ensure specific attention was given to gathering compelling stories, worked with the loggers team to piece together moments, reviewed the content with heads of departments, and then sent it to the channel for airing.

Additionally, I collaborated with development engineers to validate and address problem reports.

Hills of Gold (Pilot Film)

Assistant Director March - April 2023

In my role as assistant director for this project, I managed the crew and supervised the photography session.

The director is utilizing this pilot movie as a pitch to secure funding for a larger-scale film.

The film was directed by Dhinagar Murugan, with the crew hailing from Chennai and the rural location being Uppati.

Markari Jewellery and Diamonds Kozhikode

Freelance work for February 2023 (15days)

In this project, I served as an assistant director, collaborating closely with the team to oversee the coordination of the photoshoot and brand images for the client. The advertisement shoot was helmed by the esteemed Kerala-based director, Vijil Parathra.

Naalam Mura Malayalam Movie

July 2022 to December 2022

In this project, I fulfilled the roles of the third assistant director, associate casting director, and oversaw film promotion.

Under the direction of Deepu Anthikad and production by Shibu Anthikad, Sudish Pillai, and Kishore Varieth, the film features Guru Somasundaram and Biju Menon as the lead actors.

The storyline revolves around a criminal who deceives a police officer, raising questions about the existence of the crime and the provision of evidence by the officer.

Bigg Boss Malayalam Season 4 Endemole Shine Pvt Ltd

Daily Episode Director March 2022 - July 2022

Supervising Big Boss Contestants and their actions, recording key moments for episode content Organizing and editing footage for each episode's broadcast within a 36-hour turnaround time Collaborating with the Camera team to capture compelling stories for viewers Coordinating with the Loggers team to assemble and review footage with senior management before broadcasting Working with development engineers to confirm and address any issues reported

Images Ad Films And Animation Pvt. Ltd.

Freelance work for February 2020 - February 2022

- Producing high-quality ad films for clients in India and abroad
- Developing creative concepts and ideas for commercials
- Working closely with clients to understand their brand and objectives
- Managing projects from concept to completion, ensuring timelines and budgets are met
- Collaborating with the creative team to produce engaging content
- Staying up-to-date with new technology and trends in the industry
- Communicating effectively with clients and team members to ensure successful execution of projects
- Overseeing production crew and ensuring smooth workflow
- Ensuring all projects meet the highest standards of quality and creativity
- Managing multiple projects simultaneously and adapting to changing priorities.
- Been a part of the core team of Productions for Kerala State Govt Advertisements, Mankind Pharma in 2 different languages with South India's Megastar Lieutenant Colonel Mohanlal & Vijay Sethupathy like , Double Horse Rice Powder Advertisement, Vesta Icecreams
- Been a part of their sisterhood company – Celebrands. Handled Social Media Page, Outsourced industries leading artists for shoots.
- Been a part of Casting Director's team for the in-house projects.

Bigg Boss Malayalam Season 2 Endemole Shine Pvt Ltd

Story Editor October 2019 - January 2020

Tracks Every Detail Of The Story That Is Happening In The House.
Properly maintains all records and provides updates to the daily producer. Identifies the Stories and Provides Sound and Appropriate Visuals to the Story Editor.

ONCE UPON A TIME FILMS

Photographer/ Cooridantor February 2019 - November 2019

Assisted In Photo Editing / Brand Shoots / Photo-shoots For Public Figures / Product Shoots
/ Big Fat Weddings.

ONEFM 89.6 Qatar Ki Dhadkan

Social Media Coordinator / Event Coordinator

November 2018 - February 2019

ONEFM 89.6 DOHA, QATAR Keeps The Record Of The Radio Spots And Coordinates With The Clients . Writes Content And Handles The Social Media Page For The Team . Have Worked As Event Coordinator For Two Events Of Qatar - Lakme Fashion Weekend - Neha Kakkar Live Concert. Assisted another huge event A.R.Rahman Live show Qatar.

Big Boss Malayalam Season 1 Endemole Shine Pvt Ltd

Assistant Story Editor/Logger

June 2018 - October 2018

Assisted Story Editor In Picking Up Stories From The Whole Day . Keeping A Track Of All The Stories Picked Up . Seeking Approval From Producer Creating A Story Line.

BEATROUTE FOUNDATION INDIA, Mumbai

Coordinator/Photographer/Social

September 2017 - May 2018

Manage Events, Coordinate With The Core Team. Follow Communication Scripts When Handling Different Topics. Identify The Organization Needs, Clarify Information, Research Every Issue And Provide Solutions And/or Alternatives. Utilise All The Ways To Get Successful Result In The Event.

