

ANSHUL GURJAR

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PROFESSIONAL PROFILE

Photographer and cinematographer specializing in cinematic storytelling and branded content across digital platforms. Proficient in the full production lifecycle—from concept development and lighting to advanced editing and color correction—I create visually refined content tailored for social media, portfolios, and brand campaigns. My background in UI/UX and digital strategy ensures every project serves a clear marketing purpose while maintaining high aesthetic standards.

EXPERIENCE

Cinematographer / Photographer

Sihrsalt Digital Media Marketing Agency, Mumbai

January 2026 – April 2026

Managed photography and video production for agency-led campaigns, operating cameras for short-form ads, product videos, and branded reels. I developed visual treatments and scripts aligned with client identities, overseeing complex indoor and on-location lighting setups. By coordinating with creative teams and directing presenters, I ensured visual consistency and high production quality through to final post-production and platform-specific exports.

Freelance Photographer / Cinematographer / Social Media Manager

Independent

2024 – Present

Produced over 100 short-form videos and diverse photographic assets for creators and businesses, handling everything from ideation and scripting to cinematic editing. I directed portrait and fashion shoots, using advanced retouching and music-led pacing to enhance visual storytelling. My strategic approach helped clients improve their digital presence through tailored content calendars and platform-optimized delivery.

YouTube Podcast Workflow Support

Scale Up Story – Adhikansh H Arora

Project-Based with Sihrsalt

Supported long-form podcast production by organizing raw footage and episode assets for streamlined editing workflows. I structured material for clearer presentation and repurposed content into short-form assets for social media. My work focused on maintaining visual consistency and ensuring upload-ready delivery for YouTube publishing.

SELECTED CREATIVE WORK

Photography

Portrait and creator photography, Fashion and editorial-style shoots, Brand and social media photography, Street and documentary photography, Architecture and urban-detail photography, Real-estate and interior photography, Product and lifestyle photography, Landscape and travel photography, Exposure-bracketed property photography, Image selection, curation and sequencing, Photo-story development, Commercial stock photography, Digital image restoration and refinement.

Cinematography and Video

Short-form branded videos, Instagram Reels and YouTube Shorts, Product and promotional films, Social-first advertisements, Interview and presenter-led content, Creator videos and portfolio reels, Mood films and visual

experiments, Camera operation and shot execution, Lighting for people and products, Shot planning and visual references, Basic directing, Video editing, Colour correction and grading, Sound design, Platform-specific exports.

Social Media and Content

Reel ideation and content planning, Hook development, Short-form scripting, Content-calendar preparation, Caption writing, Instagram visual direction, YouTube Shorts planning, Thumbnail direction, Creator-brand positioning, Campaign concepts, Content repurposing, Social media analytics, Organic discovery strategy, Meta Ads understanding, Audience-led content optimisation.

Web and Digital Presence

Portfolio websites, Landing pages, Local-business websites, Mobile-first interface design, UI/UX wireframes and prototypes, Visual hierarchy and page composition, Brand-led website design, Responsive layouts, Digital storytelling, Information architecture, Website photography integration, Interactive portfolio concepts, Front-end development, Deployment-ready web builds.

SKILLS & TOOLS

Visual Arts & Cinematography: Professional photography, cinematic lighting (natural & artificial), portrait direction, visual storytelling, composition & framing, manual camera operation, gimbal operation, and vertical-video production.

Post-Production & Editing: Advanced video assembly, colour grading, image retouching, sound selection, and multi-format delivery. Proficient in Adobe Creative Cloud (Lightroom, Photoshop, Premiere Pro), DaVinci Resolve, and Snapseed.

Creative Direction & Growth: Concept development, campaign ideation, brand strategy, Instagram & YouTube growth tactics, content planning, and performance analytics.

Digital Design & Web: UI/UX design, landing page creation, interface prototyping, and visual brand integration using Figma, Webflow, and Framer.

Workflow: Meticulous file management, asset curation, and streamlined production pipelines.

CREATIVE APPROACH

- **Story Before Decoration:** I approach visuals by first understanding what the image or video needs to communicate. Composition, movement, lighting, and editing are chosen to support the story rather than simply make the work look polished.
- **Strong Frames and Controlled Visual Language:** My work is shaped by framing, negative space, perspective, visual rhythm, environmental detail, and deliberate colour. I aim to create images that feel considered without appearing over-designed.
- **Platform Awareness:** I consider where the work will be viewed before producing it. A reel, portfolio film, commercial photograph, website banner, and editorial portrait each require a different visual and technical approach.
- **Complete Project Thinking:** I am comfortable working beyond the camera itself. I can contribute to the concept, script, moodboard, shot planning, shoot, edit, delivery format, and final presentation.

WORKING STRENGTHS

- **Versatile Execution:** Equally comfortable in creative conceiving and hands-on technical production.
- **Strategic Vision:** Able to translate broad, abstract ideas into actionable visual treatments and digital-first content.
- **Full-Cycle Management:** Independent, detail-oriented producer capable of managing small projects from storyboarding and scripting to final delivery and file organization.
- **Platform Fluent:** Maintains consistent brand identity and visual quality across varied formats—from social reels and photography to websites and landing pages.
- **Collaborative & Adaptable:** Thrives in diverse settings, working seamlessly with agency teams, creators, and business stakeholders while remaining a fast, agile learner.

EDUCATION

B.TECH - COMPUTER SCIENCE | VIT Bhopal University

2020 - 2024

PLATFORM PROOF AND AUDIENCE REACH

- **Unsplash:** More than 1.44 million all-time image views, 6,000+ photograph downloads. Ranked among the platform's top 25% contributors with approximately 225 published photographs. Demonstrated ability to create images with broad organic discovery and repeated practical use.
- **Pinterest:** More than 993,000 impressions and 34,000+ engagements in the last 90 days. Demonstrated strength in visual discoverability, image-led attention, and organic content performance.
- **Combined Visual Reach:** More than 2.4 million verified views and impressions across Unsplash and Pinterest, generated entirely through organic photography and visual content.

PORTFOLIO AND WORK LINKS

Main Portfolio: portfolio-drab-gamma-74.vercel.app

Photography Instagram: [instagram.com/merepaascamerahai](https://www.instagram.com/merepaascamerahai)

Video Work / Showreel: [Video Work Folder](#)

GitHub: github.com/Anshul562