Shampa Bhowmick

Group Head, Post Production | Video and Social-First Creative Direction

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PROFESSIONAL SUMMARY

Video-first creative leader with 9+ years across agency, brand and podcast-network teams, currently Group Head, Post Production at Dentsu Podcast Network. Leads editors, motion artists and designers to deliver campaigns built for each platform for brands including Kotak, Schindler, Niyo Global and The Souled Store. Directed a series of 45 videos for Niyo Global in 90 days that won Gold at the exchange4media Maverick Awards. Part of the Dentsu Podcast Network team behind two wins at the e4m Golden Mikes 2026. Applies AI tools such as Claude, ChatGPT and Gemini Pro to concepting, scripting and briefs.

Target role: Associate Creative Director, VAYNER MEDIA

KEY ACHIEVEMENTS

3
award wins: Maverick Awards Gold and two at the e4m Golden Mikes 2026

45
videos in 90 days for Niyo Global, directed at HOWL

21+
brands planned and executed at HOWL

9+
years across video, editing and creative direction

PROFESSIONAL EXPERIENCE

Group Head, Post Production | Dentsu Podcast Network, Mumbai **Jun 2025 - Present**

- Lead post-production for brand and creator podcasts across Sports, BFSI and Lifestyle, setting the creative tone, packaging and quality bar for audio-video output.
- Creative direction of podcast and video content for brand and founder-led shows, including Perspectiv with Parthiv (Parthiv Neotia, AmbujaNeotia Group), Lenovo, Do Big Podcast (Tata Tele Business Services) and Second Sunrises (Jos Alukkas Group), from approach through to final cut.
- Direct editors and graphic designers, and hire and mentor new talent, so every delivery stays true to the brand and the creator.
- Manage projects across brands and creators within a network that delivered 500+ branded episodes for 100+ brands in its first year.
- Use Claude, ChatGPT and Gemini Pro for concept development, hooks, titles and brief structuring, to move faster from idea to first cut.

Head of Post Production | Bingepods (Ideabrew Studios), Mumbai **Jan 2025 - Jun 2025**

- Led post-production for podcast and video content, working with editors and graphic designers to turn conversations into high-quality audio-video stories.

Video Lead | HOWL **Dec 2023 - Oct 2024**

Senior Video Visualiser | HOWL **Mar 2023 - Dec 2023**

- Led a team of 6 editors and motion graphics artists; planned and executed campaigns for 21+ brands.
- Directed the Niyo Knowledge Series for Niyo Global: 45 videos in 90 days, awarded Gold for Best Use of Videos at the exchange4media Maverick Awards.
- Took over and drove end-to-end production for brands including Kotak, Schindler, Fancode Shop and Niyo Global.

Senior Video Editor | The Souled Store, Mumbai **Aug 2021 - Mar 2023**

Associate Video Editor | The Souled Store, Mumbai **Jan 2020 - Aug 2021**

- Ideated and executed video content for campaigns around product categories and merchandise launches.
- Managed a team of 4 editors and motion graphics artists for over two years; promoted from Associate to Senior Video Editor.

Audio Video Editor | Jaro Education **Jan 2019 - Apr 2019**

- Edited education modules and content for Std 5 to 12 and MBA programmes.

Video Editor and Graphic Designer | Tug of Toonz, Mumbai **Jan 2017 - Oct 2018**

- Designed banners and posters and edited short-format content.

AI AND CREATIVE TECHNOLOGY

- **AI assistants:** Claude, ChatGPT, Google Gemini Pro
- **Generative creative tools:** Adobe Firefly, Midjourney, Runway, ElevenLabs
- **Applied to:** Concept and idea development, scripting and hooks, titles and captions, creative briefs, edit review

CORE SKILLS

Creative leadership

Creative Direction | Concept Development | Team Leadership and Mentoring | Pitching and Client Presentations | Client Management | Cross-Functional Collaboration

Content

Social-First Video (Reels, Shorts, YouTube) | Short and Long-Form Video | Brand Campaigns | Podcast and Creator Content | Multi-Format Content Systems | Hooks | Pacing and Retention-Led Editing

Production

Pre-Production and Direction | Podcast and Video Direction | Video Editing | Motion Graphics | Audio Editing | VFX | Post-Production Workflow Management | High-Volume Delivery

Software

Adobe Premiere Pro | Adobe Photoshop | Adobe Illustrator | Adobe Audition | Final Cut Pro

Languages

English | Hindi | Bengali

AWARDS

Gold, Best Use of Videos | exchange4media Maverick Awards, for the Niyo Knowledge Series (Niyo Global) at HOWL

Two wins, e4m Golden Mikes Awards 2026 | exchange4media, for Second Sunrises (Jos Alukkas Group), a video-first podcast at Dentsu Podcast Network

EDUCATION AND CERTIFICATION

Advanced Visual Effects, Diploma and Certification | MAAC | Issued Feb 2019

HSC (Science) and SSC | Vani Vidyalaya | 2015 and 2013

LinkedIn Skill Assessments passed | Adobe Photoshop, Adobe Premiere Pro, Final Cut Pro