

Shaveela Raniga

Associate Producer | Project Manager | Editor



(510) 815-3942

shaveelaraniga@gmail.com

Bay Area, CA

Achievements:

- Accepted into two Oscar Nominated Film Festivals: Bronzelenze & Martha's Vineyard Film Festival
- Commercial Placement: Own Network, BET Awards, ESPN, Comcast 78
- Awarded by Comcast 78 for best children's content
- Standardized VR Google Play Store App icon best practices for key learning's increasing downloads by 10%
- Grow with Google Recipient

Core Strengths:

Knowledge of Analytic Tools

Pre-Post Production Execution (4k, 1080P, Graphics, VR, AR)

Develop Project & Localization Tracking Processes

Assist with Directing Talent on Set (ages 8-70)

Transcribe Complex UX Design (Mobile & PC)

Maintaining Quality Assurance & Bug Testing

Software Proficiency:

Adobe Cloud, Adobe Rush, Final Cut, Davinci Resolve, DSLR Cameras, Google Suite, Website Builder, Mailchimp, Unity, Cinema 4D, Maya, Screen Recording Systems, Live Streaming, Project Management & Analytic Tools, Pc, Mac Storyboarding and Budgeting Programs (Movie Magic & Studio Binder) Microsoft Suite, video conferencing, Hootsuite

Production Expertise

SR Productions *Digital Content & User Engagement Producer*

2014 - Present

- Create engaging content for various digital outlets from conception to completion for marketing use and events
- Fabricate digital library catalogs and utilized various software to manage project implementations
- Coordinate and manage project life cycles and productions while maintaining operational budget costs
- Leverage content creation software to produce websites, commercials, video tutorials, short films and product advertisements for internal and external pre-and-post asset productions
- Implement quality assurance checks to improve style guides

Susie Shin Dental Care *Digital Content Manager*

2018 - Present

- Create and edit website, promotional videos, flyers, and ad campaigns increasing business growth by 15%
- Demystify custom backend eForms for web and mobile applications for end users
- Purchase software/hardware equipment to ensure operational efficiency
- Utilize Google analytics and P&L to track traffic flow, user experience and process improvements

Google *Associate VR/AR Game Producer, Contract*

2016 - 2017

- Managed weekly VR/AR \$500,000+ budget and timelines to ensure product launches for go-to-markets
- Devised content publications for Google conferences and Day Dream facility design
- Partnered w/software engineers to create Culvert Design Worksheets in order to track user engagement trends, QA, APAC localization, and bug queries

Next Generation News *Digital Learning Project Manager*

2014 -2016

- Tailored programs in order to teach the fundamentals of film making, storytelling, directing and acting
- Launched innovative digital broadcasting programs that serve Oakland Unified School District's (OUSD) K-12
- Collaborated with key stakeholders within OUSD in order to create educational interactive videos for students

Education:

Expression College for Digital Arts - Bachelors of Applied Science in Digital Film

Work Samples:

www.srproductions.info