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Top Skills

Promo Production
Post-Production
Live Sports Operations

Languages

English (Professional Working)
Hindi (Full Professional)
Marathi (Full Professional)

Certifications

edX Verified Certificate for AI for
Everyone: Master the Basics
AI for Everyone: Master the Basics
(V2)
edX Verified Certificate for Prompt
Engineering for ChatGPT

Chandrashekhar Suryawanshi

Creative Lead | Senior Video Editor & Promo Producer | Live
Sports Operations | AI Content Strategist | 16+ Years in Media &
Broadcasting
Dubai, United Arab Emirates

Summary

With over 16 years of experience in the media and broadcasting industry, I specialize in video editing, promo production, and live sports operations. At e& UAE, I lead the creative and operational execution of on-air promos, brand packaging, and major live sports broadcasts across OTT platforms and TV channels.

From crafting visually compelling promos for CricLife, GolfLife, ejunior, Bloom and EM, to managing real-time live sports transmission during global events like the ICC World Cup, Asia Cup, and ICC Champions Trophy and Tata IPL, I ensure top-tier content delivery that resonates with viewers and meets tight broadcast standards.

My work spans across VOD, SVOD, and OTT environments. Blending storytelling with technical precision, whether it's building full promo campaigns, handling S&P editing, or coordinating multi-feed live sports operations with seamless playlist rundown and pre-roll strategies.

With a strong focus on innovation, I'm also integrating AI-driven tools into my workflows to enhance editing speed, automate promo personalization, and optimize content performance analytics, delivering smarter, faster, and more impactful creative solutions.

I thrive in high-pressure, fast-paced environments where quality, timing, and impact matter most.

Experience

Etisalat UAE
Promo Producer | Video Editor | Live Sports Operations
June 2018 - Present (6 years 11 months)

Dubai, United Arab Emirates

Promo Production & Channel Branding

- Leading the end-to-end creation of on-air promos for VOD, SVOD, and Linear channels on TV by e&, including CricLife (Ch.787), ejunior (Ch.333), Bloom (Ch.334), EM (Ch.666) and GolfLife (Ch.785).
- Crafting compelling visual narratives that drive engagement and align with brand identity.

Live Sports Operations Management

- Overseeing the execution of live sports broadcasts across CricLife and GolfLife. managing, Live feed coordination, Playlist rundowns, Pre-roll ad integration, Seamless real-time transmission.

Delivering world-class coverage for top-tier global sporting events, including:

- ICC Men's & Women's Cricket World Cups
- Asia Cup
- ICC T20 World Cups
- Tata IPL & WPL
- DP World ILT20
- PGA Tour, DP World Tour, Ryder Cup, and more.

Content Strategy & Coordination

- Managing commercial inventory and ensuring on-time delivery in alignment with media plans.
- Coordinating across satellite & OTT streaming platforms for smooth playout.
- Acting as a bridge between creative, technical, and operations teams to deliver premium-quality content.

Creative Direction & Post-Production

- Overseeing sports content packaging, including match highlights, shots, and branded segments.
- Designing and producing motion graphics and high-impact branding elements that enhance channel presence.

AI-Driven Media Innovation

- Utilizing AI tools to transform promo production, including AI-generated voiceovers, AI-based audio enhancement to clean, balance, and master soundtracks, and Generative AI video tools to upscale, restore, and stylize video content.

CS Films

Director & Senior Video Editor

June 2017 - June 2018 (1 year 1 month)

Pune Area, India

Directed and edited a wide range of video content, including corporate films, advertisement campaigns, political films, music videos, and documentaries—delivering compelling visual narratives tailored to client goals.

Led production operations at an in-house green screen/chroma studio, managing technical crew and streamlining workflows to enhance production efficiency.

Collaborated closely with clients and creative teams to conceptualize, storyboard, and execute projects from ideation to final delivery for both social media and broadcast platforms.

Scripted and developed detailed storyboards to ensure cohesive storytelling and strong visual direction across diverse video formats.

Oversaw multiple projects simultaneously, meeting tight deadlines while maintaining high-quality output within client budgets and expectations.

KAUST (King Abdullah University of Science and Technology)

Video Editor and Director

May 2017 - February 2018 (10 months)

Saudi Arabia

Configured and operated the KAUST Camera System across diverse projects, ranging from simple single-camera shoots to complex multi-camera productions.

Collaborated closely with lighting and technical crews to achieve high-end visual aesthetics and broadcast-quality audio.

Directed and captured key university events, producing compelling video content for both internal communications and public-facing platforms.

Spearheaded in-house green screen productions, utilizing multi-camera setups to create visually engaging and immersive content.

Oversaw full post-production workflows, including color grading, sound design, and visual effects, consistently delivering polished, on-brand final videos.

TomTom

Senior Video Editor

November 2014 - April 2017 (2 years 6 months)

Pune Area, India

Produced engaging support videos for the TomTom Support YouTube channel, crafted social media and internal content, leading to improved customer satisfaction and a noticeable drop in support inquiries.

Directed, filmed, and edited corporate films and marketing videos, aligning with TomTom's brand voice to strengthen brand narrative and audience engagement.

Planned and managed in-house chroma key (green screen) studio productions, integrating motion graphics and visual effects for dynamic, high-impact video content.

Led corporate photography and video shoots, maintaining high production value and ensuring strict adherence to brand guidelines and visual consistency.

City Services Consultancy

Video Editor (PTE Etisalat)

June 2013 - November 2014 (1 year 6 months)

Edited and serviced movies and series for broadcast channels across the UAE, ensuring content quality and regulatory compliance.

Filmed and edited corporate events, providing comprehensive video solutions tailored to client needs.

Pragmites Internet Consulting

Senior Video Editor

August 2011 - June 2013 (1 year 11 months)

Pune

Produced kinetic typography, corporate, and stop-motion videos for USA-based clients, ensuring high-quality visual output and consistent client satisfaction.

Designed and executed green screen/chroma setups, handling end-to-end video production with a focus on technical precision and creative excellence.

Oversaw pre-production, production, and post-production workflows, delivering engaging, on-brand content tailored to diverse client needs across the U.S. market.

Sri Sai Films Production

Video Editor and Director

February 2007 - April 2011 (4 years 3 months)

Pune Area, India

Directed music videos, corporate films, and documentaries and contributed to scriptwriting and editing for Marathi feature films and television shows.

Led filming crews and managed production timelines, overseeing pre-production to post-production workflows in collaboration with producers to ensure timely project delivery.

Supervised production teams on set, ensuring efficient shoot execution and adherence to creative and technical goals.

Worked across a wide range of formats, handling video editing and scripting for both corporate clients and regional cinema, showcasing versatility and storytelling skills.

Education

Savitribai Phule Pune University

Master of Arts - MA, Industrial and Organizational Psychology · (June 2009 - April 2011)

St.Angelo's Computer Education

Animation and Post Production, Arts, Entertainment, and Media Management · (August 2006 - July 2009)

University of Pune

Bachelor of Arts - BA, Psychology · (2007 - 2009)

Government Technical High School

Computer Hardware and Networking, Computer Hardware Engineering · (April 2006 - October 2006)