

Samiir Hussain Antelawalla

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🌐 [Portfolio](#) | 🔗 [Linkedin Profile](#)

Purpose Statement

Content Producer, storyteller, and entrepreneur with 25 years of creative growth — committed to producing impactful, socially responsible content that captures attention, inspires action, and drives positive change. Having seen first-hand how shallow content influences the next generation, I am determined to use my skills not just for revenue, but to create work that matters and helps build a better tomorrow.

Professional Summary

Backed by 25 years of continuous learning and growth in production and post-production, I am a Creative Video Content Producer who has evolved with every shift in technology and audience behaviour. From the early days of Hi-Band and Betacam linear editing to today's Sony FX3, RED, Blackmagic, ARRI workflows and Adobe Premiere Pro/DaVinci Resolve pipelines, my journey has built both deep expertise and versatile adaptability.

Over the last 7 years, I have developed a modern and versatile portfolio (see www.fsl-cs.com) spanning B2B, B2C, branded campaigns, and social-first content. This includes product explainers, digital ads, and motion graphics — work that blends strong storytelling with platform-native design.

Grounded in a family background of psychology and human behaviour, I craft stories that not only look great but also capture attention and inspire action, particularly in the fast-paced, mobile-first world of TikTok, Instagram Reels, Meta ads, and YouTube.

I combine writing, storytelling, visuals, sound, and motion graphics into performance-driven content — constantly testing, learning, and iterating to maximise results.

Core Skills

- Videography: Sony FX3, lighting setups, sound recording, studio & on-location shooting (day & night).
- **Photography (supporting skillset):** Product photography, studio lighting, thumbnails, catalogues, and campaign assets.
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- Editing & Post-Production: Adobe Premiere Pro, After Effects, Photoshop, Lightroom, DaVinci Resolve.
 - Visual Storytelling: product explainers, brand campaigns, B2B & B2C content.
 - Workflow Management: post-production pipelines, content libraries, QC, archiving.
 - Cross-Team Collaboration: marketing, design, engineering, and product teams.
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Professional Experience

Founder & Producer | Farah Sameer Limited | UK | Aug 2021 – Present

- Planned, shot, and edited **product videos, brand campaigns, and promotional content** for B2B and B2C clients.
- Delivered **high-quality video** using Sony FX3 and professional studio lighting setups.
- Produced short and long-form content optimised for YouTube, LinkedIn, and web platforms.
- Edited and graded footage in Adobe Premiere Pro and DaVinci Resolve; integrated **graphics, VFX, and animations** in After Effects.
- Designed **thumbnails, diagrams, and campaign visuals** tailored for digital marketing and sales support.
- Maintained organised asset libraries and efficient archiving workflows.

Freelance Content Producer | UK | Dec 2020 – Aug 2021

- Created video and photography content for corporate, product, and social-first campaigns.
- Self-shot and edited footage, applying strong lighting and sound design skills.
- Designed digital assets including **graphics and motion overlays** for campaigns and events.

Co-Founder & Producer | Satya Sameer & Co | India | May 2017 – Nov 2020

- Directed content production for branded campaigns, product storytelling, and independent projects.
- Led photography and videography teams to deliver product-focused visuals for marketing and sales.

- Managed creative workflows from concept to post-production.

General Manager – Production

Prithish Nandy Communications Ltd, Mumbai | Jan 2015 – Apr 2017

- Oversaw film and series production pipelines, ensuring editorial and technical excellence.
 - Managed budgets, schedules, and international collaborations.
 - Supported creative teams in delivering factually accurate, audience-driven content.
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Earlier Career (2000–2014)

Worked across a variety of production, management, and content creation roles in film, television, and branded content, gaining experience in cultural storytelling, multimedia projects, and cross-department collaboration.

Full career history available on LinkedIn: [Linkedin Profile](#)

Education

B.Com (Accounting) – William Carey University, Meghalaya | 2018 – 2020

Certifications

- Advanced Diploma in Software Engineering (2002)
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Portfolio / Showreel

 [Portfolio](#)