

AVINASH MURALIDHARAN

AI CONTENT CREATOR & VIDEOGRAPHER

VISUAL STORYTELLING FOR BRANDS USING AI-DRIVEN VIDEO, IMAGE GENERATION, AND SHORT-FORM CONTENT.

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KEY SKILLS

- Ai Content Creation & Prompting
- Creative Direction
- Ai Image & Video Generation
- Short-form Video Production
- Cinematic Videography
- Post-Production & Color Grading
- Lighting & Composition
- Time Management
- Attention to detail

AI PLATFORMS

- Higgsfield
- Nano Banana Pro
- Eleven Labs
- Captions.ai

SOFTWARE SKILLS

- Davinci Resolve Studio
- Adobe Premiere Pro
- Adobe Lightroom CC
- Adobe Photoshop
- IMAGEN (Ai)
- Captions.ai

PROFILE SUMMARY

AI content creator and videographer specializing in visual storytelling for brands, combining traditional production skills with AI-driven video and image generation using platforms such as Higgsfield and other leading tools. Skilled in color balance, composition, and detail across photo and video shoots, with efficient editing workflows in DaVinci Resolve, Photoshop, and Lightroom. Consistently delivers high-quality, platform-ready short-form content under pressure, aligned with campaign objectives across digital and social media channels.

WORK EXPERIENCE

VIDEOGRAPHER | AI CONTENT CREATION | EDITOR

PROVIDENT REAL ESTATE BROKER LLC, DUBAI — JUN 2025 - PRESENT

Leading the digital marketing and listing team at Provident Real Estate, I drive AI-enhanced videography and photography for high-end property listings and corporate campaigns, using modern content creation platforms such as Higgsfield. I manage end-to-end visual production—from AI-assisted concept development and on-site shoots to editing and post-processing—ensuring all assets meet brand guidelines, perform across digital platforms, and align with campaign objectives.

- Create AI-generated property and character videos using AI platforms such as Higgsfield and Nano Banana Pro to deliver high-impact marketing content for listings and campaigns
- Develop JSON-based prompts for image generation and campaign visuals tailored to social media ads, festive promotions, and special project launches.
- Lead pre-production for shoots, including script development, storyboard/mood board creation, and shot planning for events and project showcases.
- Edit videos in DaVinci Resolve, handling color, pacing, transitions, and audio to deliver polished, platform-ready content for digital campaigns.
- Produce voiceovers and audio enhancements using ElevenLabs, including transcripts, timing alignment, and multi-language options for property videos.
- Lead the listing team for secondary market property photo shoots, streamlining workflows with AI-based editing models to deliver faster, higher-quality images and finalizing visual standards before listings go live
- Utilize AI tools such as Captions.ai, Higgsfield AI, Perplexity, Claude, ImageAi and ChatGPT for content ideation, scripting, and workflow optimization.

EDUCATION

M.Sc. Biotechnology 2011 - 2013
Vels University, India

LANGUAGES

- **English:** Fluent
- **Tamil:** Native
- **Malayalam:** Native

REFERENCE

Available on request

PHOTOGRAPHER | VIDEOGRAPHER | EDITOR

HOMES 4 LIFE REAL ESTATE BROKER LLC, DUBAI MAR 2022 - MAY 2025

As a core member of the digital marketing team, I lead photography and videography efforts for high-end real estate listings and corporate campaigns. I manage end-to-end production, from on-site shoots to post-processing, ensuring all visual assets meet branding and platform standards.

- Captured high-resolution interior and exterior photos to highlight key property features.
- Set up professional lighting and camera gear for diverse environments and conditions.
- Filmed promotional videos using both professional cameras and iPhones for roadshows, walkthroughs, and project launches.
- Produced immersive 360° virtual tours for online platforms like Property Finder and Bayut.
- Edited photo and video content for brand consistency and social media optimization.
- Created engaging, short-form video content for Instagram Reels, TikTok, and YouTube Shorts, aligned with current market trends.
- Developed professional headshot portfolios for staff, brokers, and senior directors.
- Covered award functions, broker events, and corporate celebrations with high-level leadership presence.

CO-PARTNER| PHOTOGRAPHER / VIDEOGRAPHER

ELAN STU'DUO, CHENNAI, INDIA JUN 2014 - JAN 2022

- Directed photography and videography for weddings, newborns, birthdays, and expos.
- Delivered 80% repeat business through strong client relationships.
- Managed social media campaigns on Instagram, Facebook, and YouTube.
- Produced promotional content and ad videos for commercial brands.
- Handled product shoots for e-commerce listings and weekend events.

WORKSHOPS & AWARDS

- Certified *Advanced Photography Workshop* by Rajesh Gopinath (India), Dubai (April 2025)
- "*The Man Behind the Lens*" Annual Award – Homes 4 Life
- Employee of the Month – June 2023 – Homes 4 Life