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Summary

With a passion for creating impactful digital signage campaigns, I bring over 15 years of expertise in audiovisual content production, interactive digital signage, and immersive experiences. My commitment to delivering exceptional market cut-through and customer engagement has driven my career across diverse projects spanning India, the US, and New Zealand.

Career Highlights:

- Conceptualized and executed the award-nominated interactive campaign "Fight for Territory" at Auckland Airport, uniting travelers in support of their rugby teams and earning recognition at the 2018 Cannes Outdoor Awards.
- Innovated a real-time photographic feed for the NZ Olympic Committee during the 2018 Gold Coast Commonwealth Games, enhancing their global campaign with dynamic content.
- Spearheaded interactive way-finding solutions at major expos in the USA, improving attendee experiences and streamlining event navigation.
- Currently managing nationwide digital signage for BP Connect and BP2Go, and previously managed APN Outdoor's digital network through its merger with JCDecaux.

Experience

SCG Digital Signage Project Manager

SCG

May 2016 - Present (7 years 7 months)

SCG's Digital Signage division is dedicated to crafting digital signage campaigns that provide exceptional levels of market cut-through and customer engagement. As the key resource, I am responsible for providing project management and coordination on digital signage network systems, content delivery, and solutions.

Key Networks Managed:

- Orchestrated digital signage success for 80+ Nationwide BP Connect stores
- Enhanced visual communication at Heritage Hotel Auckland via internal signage network
- Directed JCDecaux's digital LED Billboards and Airport signage networks
- Innovatively designed mosaic video wall installations for Huffer Brand Stores

Key Achievements:

- Engineered digital signage solutions for new installations, boosting customer engagement and sales.
- Collaborated with creative agencies, elevating content effectiveness and audience retention.
- Streamlined content management processes, ensuring seamless testing, uploading, and scheduling.
- Led a high-performing team in resolving service issues promptly, reducing response time.
- Optimized relationships with 3rd party vendors, achieving cost efficiency and timely project delivery.

Business Manager

Visual JuJu

Sep 2012 - Jan 2016 (3 years 5 months)

As the driving force behind Visual JuJu, a Goa-based video content company, I spearheaded video production and operational excellence. Leading the charge in experimenting with cutting-edge media technologies, including VR & AR, 3D printing, and robotics, I propelled the company into innovative realms.

Key Accomplishments:

- Oversaw end-to-end production for diverse films and videos, catering to business clients across India.
- Ensured swift project turnaround and profitability, leveraging strategic management for optimal outcomes.
- Directed the entire lifecycle of projects, from proposal development to pre and post-production, ensuring seamless execution.
- Managed a dynamic team of animators, editors, and technicians, fostering a collaborative and high-performance work environment.
- Cultivated strong partnerships with production houses, freelance creatives, and talents, enriching the creative fabric of video projects.

Creative Director - New Media

Prism Technologies Inc.

May 2009 - Jun 2012 (3 years 2 months)

At Prism Technologies, a pioneer in conferences and expos, I specialized in R&D within the realm of New Media, focusing on innovative installations to drive engagement.

Key Accomplishments:

- Spearheaded R&D efforts in New Media, contributing to the development of cutting-edge content for auto-stereoscopic screens, utilizing glasses-free 3D screen technology.
- Innovatively crafted content for diverse digital signage projects, enhancing visual communication and audience interaction.
- Took charge of leading digital signage installations for conferences and expos in the US, ensuring seamless execution and heightened engagement through interactive wayfinding kiosks and other avant-garde installations.

Head - Creative Team

Prism Technologies Inc.

Jun 2006 - May 2009 (3 years)

As the manager of the offshore production team at Prism Technologies, the parent company based in the US, I played a pivotal role in ensuring operational excellence and project success.

Key Accomplishments:

- Oversaw and managed a proficient offshore production team, leading 3D artists, developers, and designers to deliver high-quality projects.
- Spearheaded recruitment efforts and played a key role in training and developing new team members, ensuring a skilled and cohesive workforce.

- Maintained a relentless focus on project timelines and client satisfaction, consistently delivering projects on time and exceeding client expectations through effective team leadership and project management.

Project Manager

Vector Solutions - a 3D asset development company, based in Chennai, India

Nov 2004 - May 2006 (1 year 7 months)

During my tenure at Vector Solutions, a prominent 3D asset development company in Chennai, India, I held a leadership role where I led a team of 10 professionals specializing in graphic design, 3D, and motion graphics.

Key Achievements:

- Successfully introduced and implemented a compelling story-based presentation style for architectural visualizations, enhancing the overall narrative impact of the visual content.
- Spearheaded the adoption of motion graphics and advanced compositing techniques, significantly elevating the impact of corporate films for high-profile clients.
- Produced high-quality corporate films for renowned clients such as Makino Asia and Blum Japan, contributing to their brand visibility and communication strategies.

Education



Madurai Kamaraj University

Master of Business Administration - MBA, Marketing

1995 - 1997

Pentasoftware Institute of Technology, Chennai, India

Diploma, Interactive Multimedia & 3D Animation

2000 - 2001

Interactive Multimedia & 3D Modelling & Animation



Udacity

Digital Marketing Nanodegree, Digital Communication and Media/Multimedia

2021 - 2021

Licenses & Certifications



Creative Photography Techniques - LinkedIn



Duda Certified Platform Specialist - Duda

6tdbswxmfsi5



Duda Certified in Web Design - Duda

uwxbw9ui9ut5



Duda Certified Platform Professional - Duda

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Duda Certified Platform Specialist - Duda

Issued Oct 2021 - Expires Oct 2022

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Digital Marketing Nanodegree - Udacity

<https://confirm.udacity.com/W6RYDHDX>



Inbound - HubSpot Academy

Issued May 2022 - Expires Jun 2024

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Skills

Cinema 4D • Adobe Creative Suite • Motion Graphics • Auto Stereoscopic 3D • Project Management • Trello • Microsoft Planner • Digital Strategy • Digital Marketing • Video Production