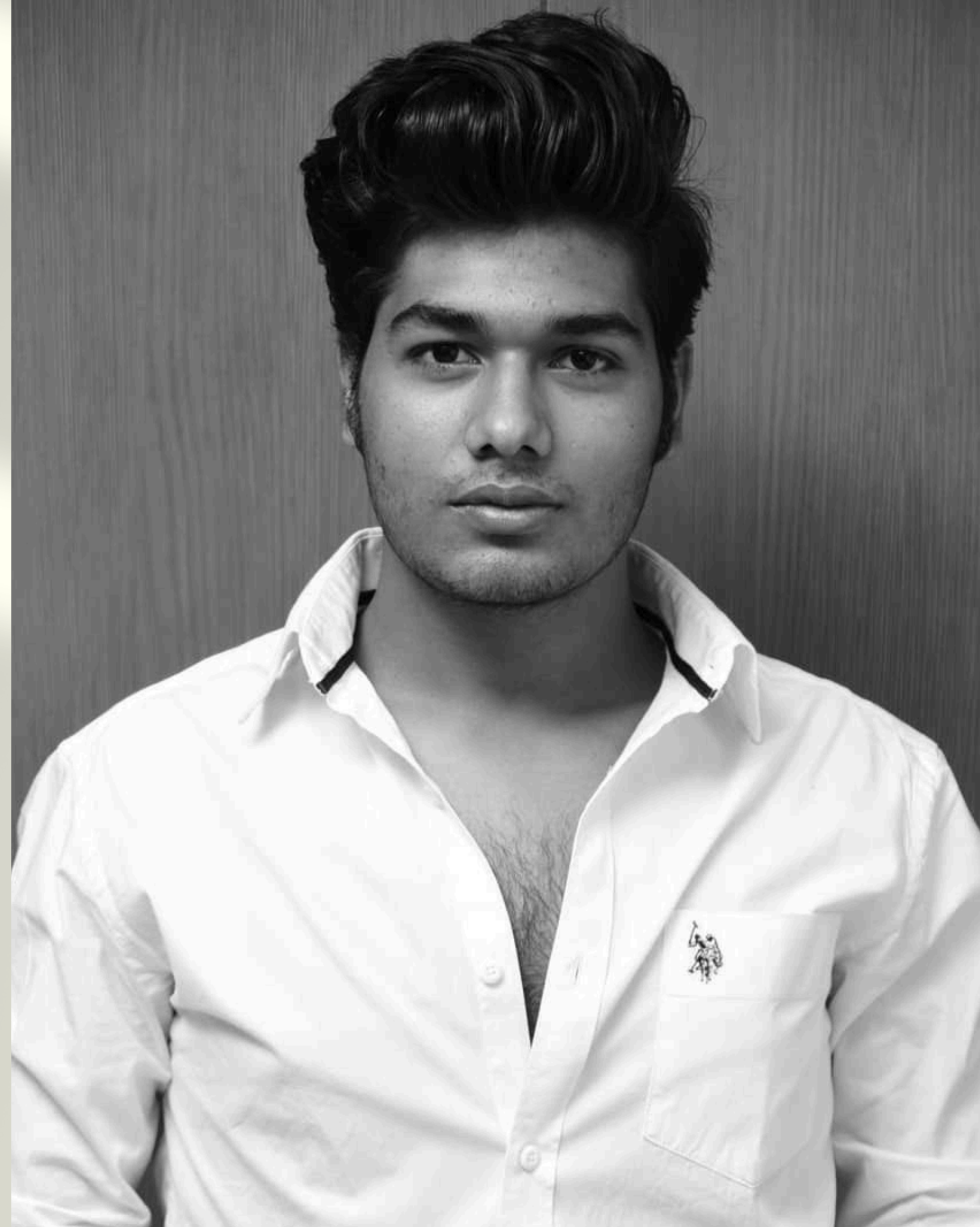

PORT*folio*

Selected Works & Professional Experience

Manish Kumar

CREATIVE PRACTITIONER |
ASSISTANT DIRECTOR

*Experience across advertisements, music videos, and
independent creative projects*



About Me

I am a filmmaking graduate with hands-on experience working as an Assistant Director on advertisements and music videos. My work has trained me to operate in fast-paced, deadline-driven production environments while maintaining creative clarity and execution discipline.

Alongside on-set experience, I have independently explored content development and production planning—handling ideation, budgeting, and client coordination. These experiences have strengthened my understanding of both the creative and logistical sides of filmmaking.

I am now looking to collaborate with directors and production teams where I can contribute as an Assistant Director, continue learning on live sets, and grow into a stronger creative professional.



MUSIC VIDEOS



PROJECT:- THE MAATI

(A professional music video project comprising **8 officially released songs**. Role: Second Assistant Director (2nd AD) across all releases. Responsibilities included on-set coordination, schedule support, and artist management.)

Blackhole Media Production, Delhi

1. PAHADI TRACK / JHOOMELO

SINGER:- MOHIT CHAUHAN & HANSHA DEV

COMPOSER- RAGHAV KUMAR & ARJUN SHARMA

ROLE— SECOND ASSISTANT DIRECTOR (2ND AD)

KEY LEARNINGS:

- ON-SET HIERARCHY & WORKFLOW
- TIME & ARTIST COORDINATION
- EXPOSURE TO PROFESSIONAL MUSIC VIDEO PRODUCTION

(Official credit listed in the video description)



LINK;- https://youtu.be/ME-F5_2e9j0?si=kL1N4fRyX5iA1WjQ

Individual releases are presented on the following slides.

MUSIC VIDEOS

2. RAJASTHANI TRACK / BAWLA

SINGER:- RANI KOHENUR & 4 KHAN BROTHERS

COMPOSER:- MICKY MCCLEARY & PARTH PAREKH

ROLE— SECOND ASSISTANT DIRECTOR (2ND AD)

KEY LEARNINGS:

- ON-SET HIERARCHY & WORKFLOW
- TIME & ARTIST COORDINATION
- EXPOSURE TO PROFESSIONAL MUSIC VIDEO PRODUCTION

(Official credit listed in the video description)



LINK:-https://youtu.be/CEGWL1Vm_Ow?si=X5Hb6DhYS2pyK5Ge

3. PUNJABI TRACK / JUGNI

SINGER:- VISHAL DADHLANI

COMPOSER:- ACHINT THAKKAR

ROLE— SECOND ASSISTANT DIRECTOR (2ND AD)

KEY LEARNINGS:

- ON-SET HIERARCHY & WORKFLOW
- TIME & ARTIST COORDINATION
- EXPOSURE TO PROFESSIONAL MUSIC VIDEO PRODUCTION

(Official credit listed in the video description)



LINK:-https://youtu.be/4_xgqZm3bEo?si=HMvIqn94hNb3GCa6

PROJECT CLARIFICATION:

THIS PROJECT COMPRISES 8 OFFICIALLY RELEASED MUSIC VIDEOS.
TO AVOID REPETITION, THE PORTFOLIO PRESENTS THREE REPRESENTATIVE RELEASES.

ADVERTISEMENTS

OVERVIEW

Professional experience across commercial advertising productions, contributing to on-set coordination, performance preparation, and cross-department collaboration within brand-driven environments.

1. PROJECT

CETAPHIL – COMMERCIAL ADVERTISEMENT

CUTTING CREW STUDIO, MUMBAI

ROLE:-SECOND ASSISTANT DIRECTOR (2ND AD)

KEY RESPONSIBILITIES

- ASSISTED IN COSTUME TRIALS IN COORDINATION WITH THE ART DEPARTMENT
- SUPPORTED MASTER BREAKDOWNS FOR SCENES AND ACTOR BLOCKING
- COORDINATED WITH ACTORS DURING REHEARSALS AND ON-SET EXECUTION
- ACTED AS A LIAISON BETWEEN DIRECTION, ART, AND COSTUME DEPARTMENTS

KEY LEARNINGS

- PERFORMANCE PREPARATION WITHIN BRAND-LED COMMERCIAL STORYTELLING
- MANAGING COORDINATION UNDER TIGHT COMMERCIAL SCHEDULES

CREDITED AS SECOND ASSISTANT DIRECTOR ON AN INSTAGRAM POST SHARED BY THE CHIEF ASSISTANT DIRECTOR OF THE CAMPAIGN.

INSTAGRAM LINK:- https://www.instagram.com/reel/C-ZN0tmlsrX/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

(CREDIT VISIBLE IN CAPTION)



LINK:-<https://youtu.be/P4S6EAiGotE?si=pv8qD0ern5wydyE9>



(BEHIND-THE-SCENES MOMENT FROM SET)

Additional advertisement projects are presented on the following slides.

ADVERTISEMENTS

2. PROJECT

MERIL- COMMERCIAL ADVERTISEMENT

RED ELEPHANT STUDIO, MUMBAI

ROLE:- THIRD ASSISTANT DIRECTOR (3RD AD)

KEY RESPONSIBILITIES

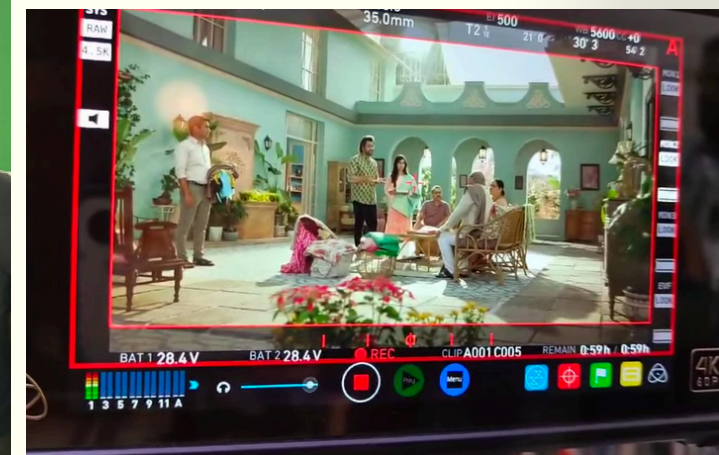
- ASSISTED WITH CONTINUITY MANAGEMENT DURING THE SHOOT
- COORDINATED COSTUME, HAIR, AND MAKEUP READINESS FOR ACTORS
- COMMUNICATED CALL TIMES AND ENSURED ACTORS WERE SET-READY ON SCHEDULE
- SUPPORTED ACTOR MOVEMENT FROM PREP AREAS TO SET IN COORDINATION WITH DEPARTMENTS
- ASSISTED THE DIRECTION TEAM IN MAINTAINING ON-SET WORKFLOW AND DISCIPLINE

KEY LEARNINGS

- UNDERSTANDING ASSISTANT DIRECTION HIERARCHY IN COMMERCIAL PRODUCTIONS
- MANAGING CONTINUITY AND READINESS UNDER TIME-BOUND SCHEDULES
- COORDINATING PERFORMERS ACROSS HAIR, MAKEUP, COSTUME, AND SET OPERATIONS



LIMK:-<https://youtu.be/p9gFRv6K3II?si=poTNwF2qE1E8M2Hs>



(BEHIND-THE-SCENES REFERENCE ILLUSTRATING CONTINUITY AND ON-SET PREPARATION)

ADVERTISEMENTS

3. PROJECT

ORIENT ELECTRIC – COMMERCIAL ADVERTISEMENT

TAFREEH STUDIO, MUMBAI

ROLE:- THIRD ASSISTANT DIRECTOR (3RD AD)

KEY RESPONSIBILITIES

- SUPPORTED THE DIRECTION TEAM BY BRIEFING JUNIOR ARTISTS AND MANAGING ON-SET QUEUES
- ASSISTED IN EXPLAINING ACTIONS, MOVEMENT, AND BASIC PERFORMANCE CUES TO JUNIOR PERFORMERS
- COORDINATED CALL TIMES AND READINESS IN COLLABORATION WITH COSTUME, HAIR, AND MAKEUP TEAMS
- ENSURED SMOOTH MOVEMENT OF ARTISTS FROM PREP AREAS TO SET
- ASSISTED WITH CONTINUITY AND ON-SET DISCIPLINE DURING EXECUTION

KEY LEARNINGS

- MANAGING JUNIOR ARTISTS WITHIN STRUCTURED COMMERCIAL SHOOTS
- TRANSLATING DIRECTION INTO CLEAR, PRACTICAL INSTRUCTIONS ON SET
- MAINTAINING CONTINUITY AND PERFORMER READINESS UNDER TIME-BOUND SCHEDULES
- UNDERSTANDING GROUND-LEVEL ASSISTANT DIRECTION RESPONSIBILITIES IN ADVERTISING PRODUCTIONS



LINK:-<https://youtu.be/MTNUcW7DxaM?si=Htfx3-5kqbz04dqr>



(BEHIND-THE-SCENES REFERENCE ILLUSTRATING CONTINUITY)

ADVERTISEMENTS

4. PROJECT

GULF OIL – COMMERCIAL ADVERTISEMENT

THE USEFUL GARBAGE CREATION, MUMBAI

ROLE:- THIRD ASSISTANT DIRECTOR (3RD AD)

KEY RESPONSIBILITIES

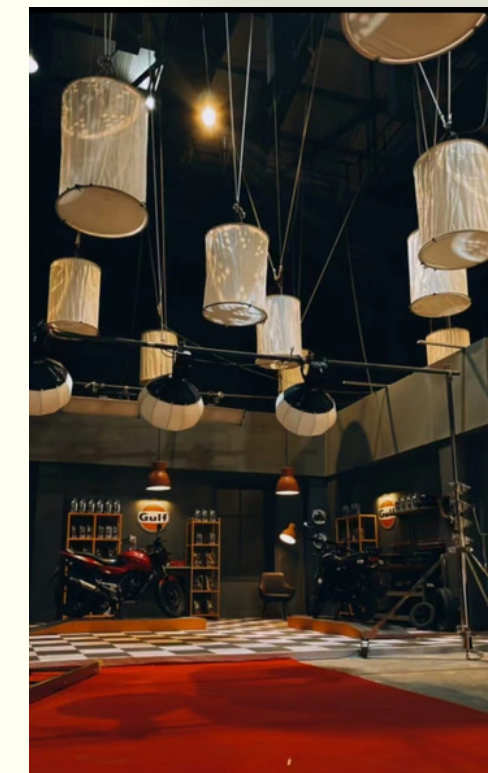
- SUPPORTED ON-SET EXECUTION THROUGH JUNIOR ARTIST COORDINATION AND QUEUE MANAGEMENT
- ASSISTED IN EXPLAINING ACTIONS AND MOVEMENT CUES TO PERFORMERS
- HELPED MANAGE CALL TIMES AND ARTIST READINESS IN COORDINATION WITH COSTUME, HAIR, AND MAKEUP
- SUPPORTED CONTINUITY AND ON-SET DISCIPLINE DURING THE SHOOT

KEY LEARNINGS

- MANAGING JUNIOR ARTISTS WITHIN STRUCTURED COMMERCIAL SHOOTS
- TRANSLATING DIRECTION INTO CLEAR, PRACTICAL INSTRUCTIONS ON SET
- MAINTAINING CONTINUITY AND PERFORMER READINESS UNDER TIME-BOUND SCHEDULES
- UNDERSTANDING GROUND-LEVEL ASSISTANT DIRECTION RESPONSIBILITIES IN ADVERTISING PRODUCTIONS



LINK:-https://youtu.be/_YvOPeT816I?si=aEjbd2hFEydshOll



(BEHIND-THE-SCENES MOMENT FROM SET)

Conclusion & Next Steps

This portfolio features selected works from my professional experience across music videos and commercial advertising productions. It highlights my progression within assistant direction roles and my involvement in key on-set responsibilities.

My contributions include coordination, continuity management, artist and performer handling, and collaborative execution within time-sensitive, brand-led, and music-driven production environments. Together, these projects reflect the range, scale, and working styles I have been part of.

Contact

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