

Sarthak Dey

Creative and detail-oriented Video Editor & Cinematographer with 5+ years of experience in editing, storytelling, and content production. Skilled in crafting highly engaging short-form and long-form videos, including documentary-style edits, podcasts, vlogs, and branded content. Strong expertise in video editing, color grading, motion graphics, and cinematography with a passion for creating visually compelling narratives that drive engagement.

CONTACT

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Portfolio: clipforge.io & dropadsify.io

PROFESSIONAL EXPERIENCE

Content Editor | 2025–Present | Full Time

Techno India Group

- Led a team of 5+ video editors and graphic designers to produce branded video content for ventures like:
 - Make Calcutta Relevant Again, Techno Billion AI, Techno India University, Offbeat CCU, and The Biryani Canteen.
- Executed end-to-end editing for 15+ high-priority videos monthly, handling storytelling, pacing, visual design, and sound for high-visibility projects.
- Scaled 'Make Calcutta Relevant Again' from 10K to 25K followers in 3 months, contributing to multiple viral videos with 500K+ views each.
- Grew Techno Billion AI's presence from scratch to over 300K organic impressions, leading content strategy and execution across platforms.
- Created video content for Meghdut Roy Chowdhury's personal brand, helping scale it to 40K+ followers on Instagram through impactful storytelling.
- Produced lead-generating ad campaigns for Techno India Group, contributing to measurable increases in admission inquiries and conversions.
- Collaborated cross-functionally with marketing and leadership teams to align creative output with brand vision and business objectives.

Content Head & Founder | 2023–Present | Agency

[Clipforge](http://clipforge.io)

- Edited documentary-style videos, podcasts, and cinematic vlogs with a strong storytelling approach.
- Shot and directed podcast shoots, interviews, and travel films with a professional cinematic style.
- Transformed long-form content into viral short-form videos for platforms like Instagram Reels & YouTube Shorts.

Founder & Creative Head | 2022 – Present | Agency

[Dropadsify](http://dropadsify.io)

- Specialized in product photography, videography, and editing for brands and businesses.
- Created high-quality product videos/ads and promotional content optimized for marketing campaigns.
- Worked on color grading, motion graphics, and high-retention video edits to enhance brand appeal.

Host & Content Curator | 2025 – Present | Youtube

UNFILTERED Golpo o Katha

- Hosted and curated content for a podcast and documentary YouTube channel.
- Researched and developed compelling topics for in-depth discussions and interviews.
- Edited and structured episodes to ensure high engagement and storytelling depth.

Content Head & Thumbnail Designer | 2024 – 2025 | Freelance

UNHEARD Katha with Rajdeep

- Grew the channel from 0 to 4K subscribers in just 3 months through engaging edits and optimized content strategy.
- Generated over 500,000+ engagements on the channel, improving watch time and retention.
- Designed highly optimized thumbnails that boosted CTR, helping videos perform better in YouTube's recommendation system.
- Implemented data-driven editing techniques to improve audience retention, AVD (Average View Duration), and session watch time.

Travel Filmmaker & Content Creator | 2023 – 2024 | Youtube

Sarthak Sensei – YouTube Channel

- Sikkim Collaboration – Partnered with Etripto to create high-quality curated travel content, showcasing landscapes and culture through cinematic storytelling.
- Kedarnath Collaboration – Partnered with Skyhike, producing travel documentaries highlighting adventure, spiritual journeys, and exploration.
- Used engaging narrative structures & voiceovers to elevate travel vlogs beyond traditional formats, making them immersive and emotionally compelling.

KEY PROJECTS

Full Time Projects

- **Make Calcutta Relevant Again – Podcast Series**
 - Led the shooting and editing of multiple podcast episodes, repurposed into high-performing short-form content.
 - Achieved 300K+ impressions on YouTube and a cumulative 10M+ views on Instagram Reels, top-performing short hit 1.2M views.
- **Techno Billion AI – Social Media Launch**
 - Strategized and produced launch content that took the brand from 0 to 300K+ impressions organically within weeks.
- **Meghdut Roy Chowdhury – Personal Brand**
 - Created a series of strategic video content that grew his Instagram following to 40K+ organically.
- **Lead Ad Campaigns – Techno India Group & The Biriyani Canteen**
 - Produced multiple promotional videos for Techno India's admission campaigns, leading to increased lead generation and application inquiries.

Educational Influencer Collaborations

- **Ananta Chhajer**: Partnered with this educational influencer to edit and enhance video content, focusing on delivering clear and engaging educational materials to a broad audience.
- **Arsh Goel**: Collaborated on video editing projects, ensuring high-quality visuals and sound to effectively communicate educational content.

Travel Vlogs and Brand Collaborations

- **eTripto**: Created immersive travel vlogs showcasing destinations like Sikkim, highlighting local culture and attractions.
- **Skyhike**: Developed storytelling cinematic vlogs capturing the essence of travel experiences, enhancing brand visibility and audience engagement.

YouTube Content Creation

- **Only One Giulia**: Collaborated on editing vlogs and designing compelling thumbnails, contributing to increased viewer engagement and channel growth.

Performance-Driven Advertising Videos for Brands

- Created captivating ads that significantly boosted sales for multiple brands. Some top companies include: **Samsung India, Honor India, Spigen India, GadgetShieldz, CaseMax, FancyLite, Headfox, Urbn.**
 - These ads were crafted with a strong focus on visual storytelling, product highlights, and audience engagement, leading to measurable sales growth.
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EDUCATION

Techno Main Salt Lake | 2018-2022

Bachelor of Technology in Computer Science & Engineering

SKILLS

Adobe Premiere Pro, Adobe Lightroom, Adobe Photoshop, Microsoft Office Suite, DaVinci Resolve, Adobe After Effects, Canva, Figma, Final Cut Pro

DIRECT PORTFOLIO LINKS

<https://clipforge.webflow.io/portfolio>

<https://dropadsify.webflow.io/portfolio>

<https://www.playbook.com/s/clipforgeio/h6aJepbvJ3A3PzKB8mDWm6jB>