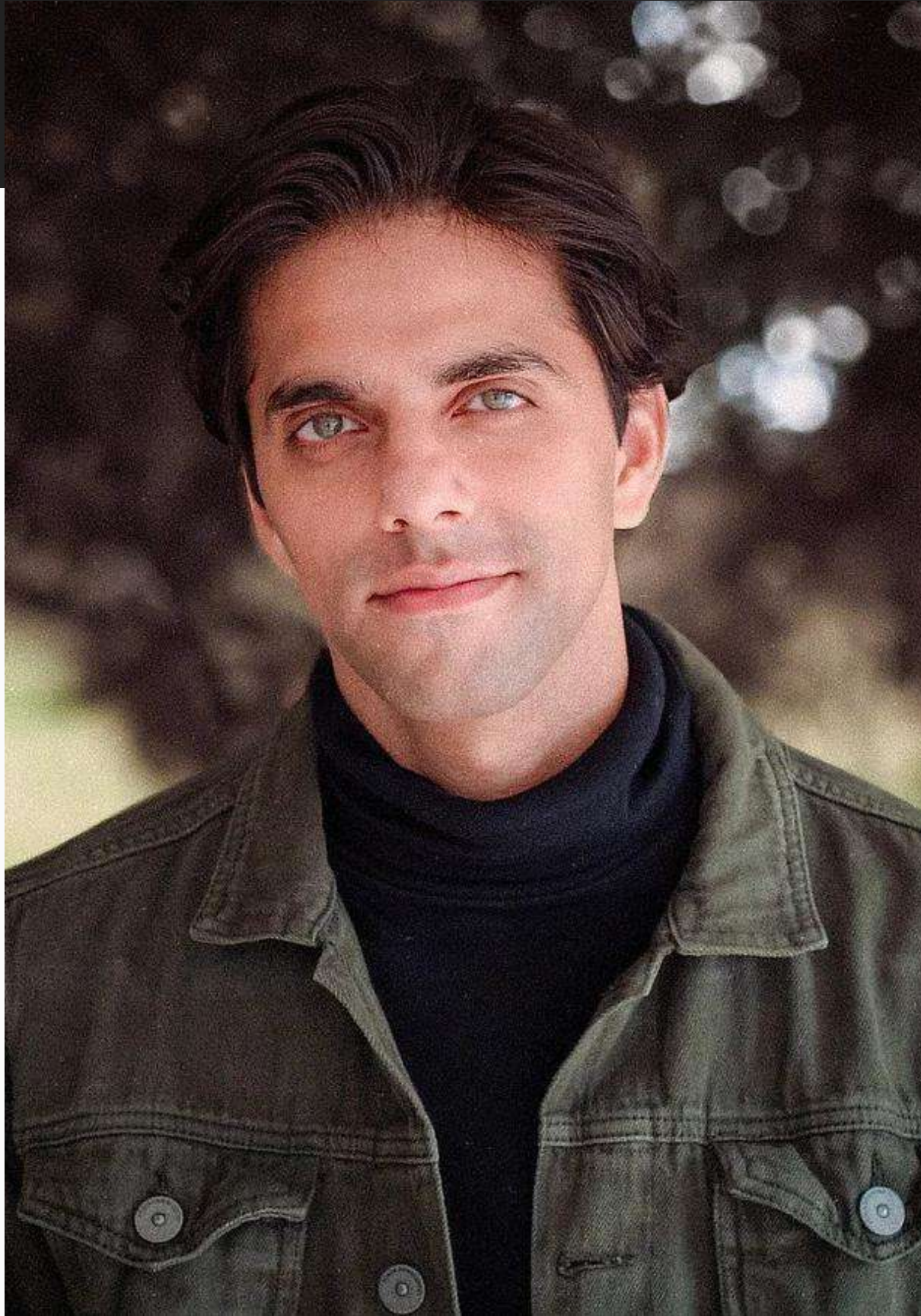




LinkedIn sumitsinghfilms@gmail.com

Sumit Singh

Creative Director and Strategist

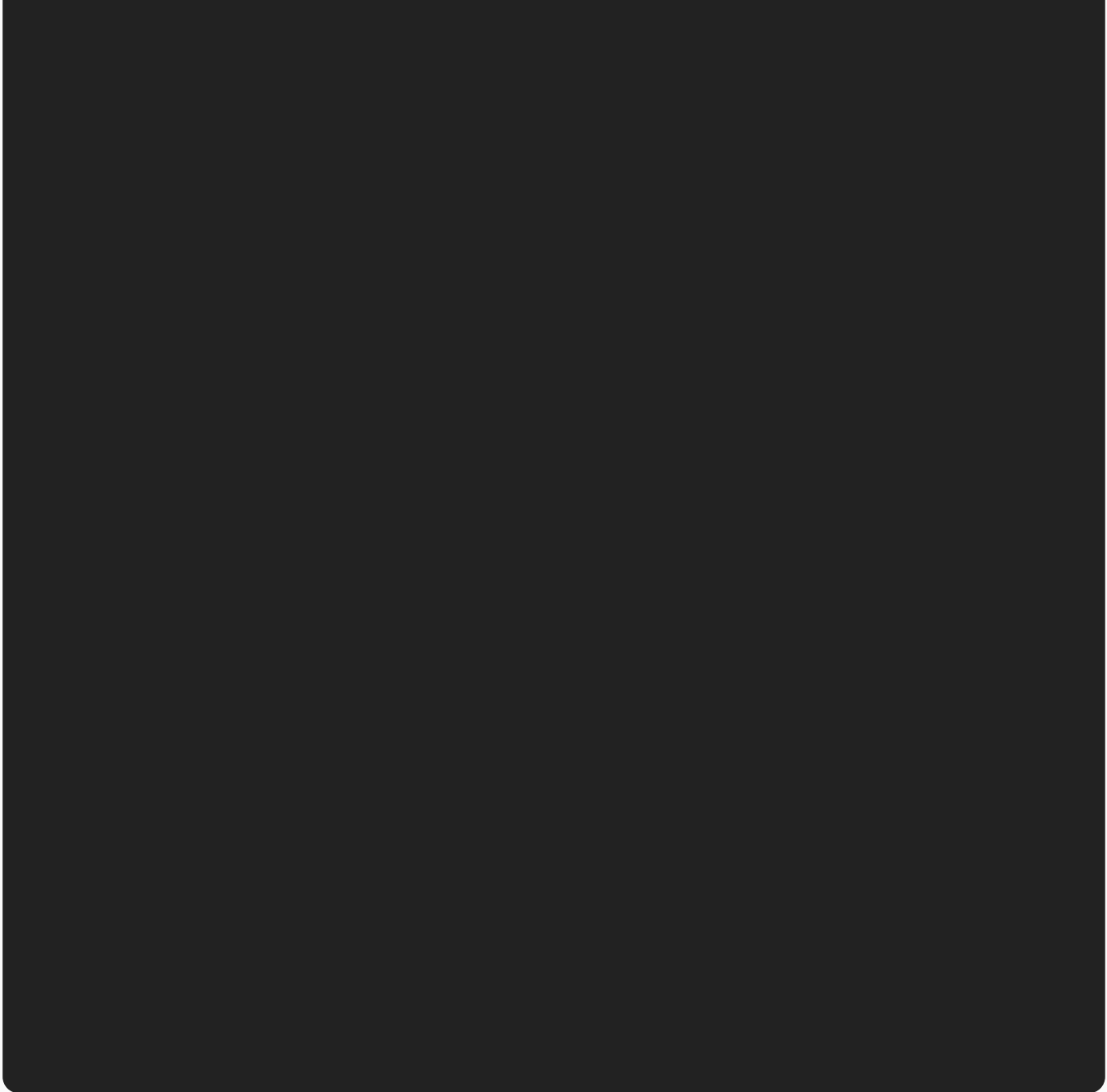
Introduction

Sumit Singh is an award-winning Creative Director, and Strategist with **9+ years of experience** creating brands, advertising campaigns, and premium visual content across **DTC and B2B domains**.

His work has been distributed on **Disney+ and ShortsTV**, reaching audiences in over 50 countries. Most recently, he founded Robin and Lily, where he grew the brand from **0 to 100+ paying customers in under 40 days, achieving a 3.2x ROAS** through creative strategy, performance marketing, and conversion-focused storytelling.

From **leading teams of over 100 creatives** to building brands from the ground up, Sumit's approach combines cinematic storytelling with data-driven strategy to create work that captures attention, builds trust, and drives measurable business growth.





Portfolio Contents

- 1 ROBIN AND LILY
- 2 GLOSSIER
- 3 THE SCI-FI STUDIO
- 4 FILM PROJECTS
- 5 LUNA MOBILE APP
- 6 AREAS OF EXPERTISE
- 7 TOOLS & SOFTWARE
- 8 TESTIMONIALS
- 9 CONTACT



PROJECT 1

Robin and Lily

Scaling a kids media brand from
0 to 100+ subscribers in 40 days

1. CREATIVE STRATEGY

- Defined the brand positioning, messaging, and visual identity for Robin and Lily and their hero product MAGIC MAIL.
- Developed Meta ad concepts, scripts, and creative briefs targeting parents of children aged 4–9.

2. CREATIVE DIRECTION

- Led a team of 20+ illustrators, writers, designers, editors, and animators.
- Directed all brand assets, including packaging, comics, website, ads, and social content.

3. EXECUTION

- Wrote, directed, filmed, and edited launch videos and Meta ads.
- **Achieved 3.2x ROAS and grew the brand from 0 to 100+ customers in under 40 days.**

Here's
what I did

Team Size: 20



[WATCH AD ONLINE](#)



Outcome

SALES

100+ paying customers in the first 40 days.

PERFORMANCE

3.2x ROAS through Meta advertising and creative optimization.



PROJECT 2

Glossier

Digital Advertising Campaign for
"Glossier Future Dew Oil Serum"

Objective

To create and lead an engaging digital advertising campaign for "Glossier Future Dew Oil Serum," focusing on:

- An ASMR unboxing video (UGC style)
- Aesthetic product photos



1. RESEARCH AND STRATEGY

- Identified the target audience: beauty enthusiasts and skincare aficionados aged 18–35.
- Developed key messages highlighting the unique benefits of the Glossier Future Dew Oil Serum, such as its hydrating properties and dewy finish.

2. MANAGEMENT

- Managed a team of 20 creatives to plan and schedule the ASMR video shoot.
- Planned, managed and executed a digital photoshoot to create high-quality, aesthetic product photos suitable for social media and other digital platforms.

3. EXECUTION

- Hired talent, camera team to execute UGC style ASMR unboxing video
- Created aesthetic high quality creative assets for social media use.

Here's
what I did

Team Size: 20



WATCH VIDEO ONLINE







Outcome

ENGAGEMENT

Projected 65% increase in social media engagement.

BRAND AWARENESS

Projected 50% increase in brand mentions and social media followers.

Tools used

EDITING & MANAGEMENT

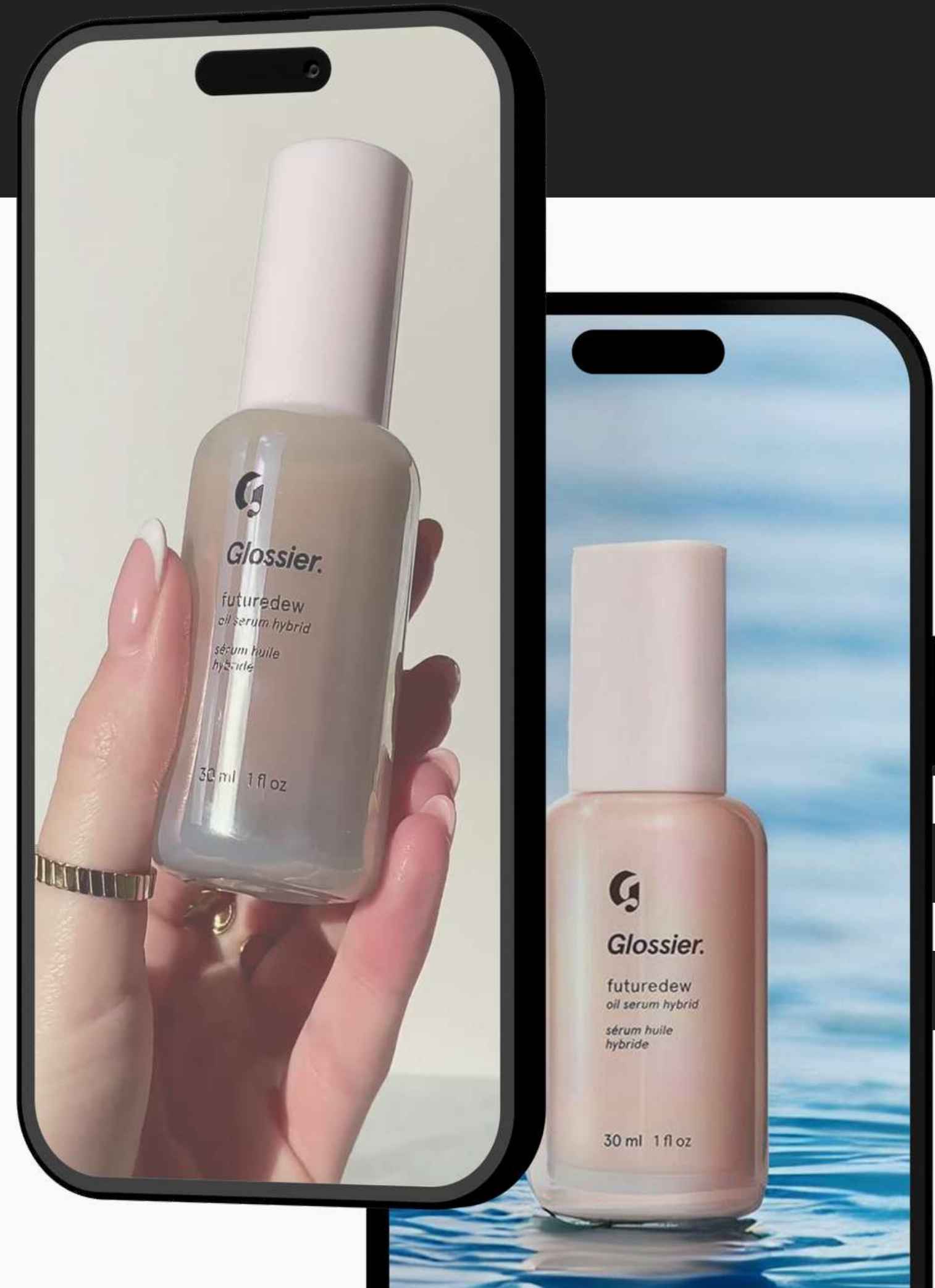
- Asana
- Adobe Premiere Pro
- After Effects
- Final Cut Pro

PHOTOGRAPHY

- DSLR camera
- Adobe Photoshop
- Lightroom

SOUND RECORDING

- High-quality microphone
- Audio editing software





PROJECT 2

The Sci-Fi Studio

DTC Videos, Instagram Ad Campaigns,
Website Branding & Newsletter Design.

Objective

1.

Create, brand and manage a website for “The Sci-Fi Studio” (a film production company) along with a weekly newsletter that send out free classic sci-fi stories every week.

2.

Lead and manage a team to create an Instagram presence with informative sci-fi oriented reels to increase engagement and establish brand awareness. Also, manage DTC videos to convert leads.



Here's what I did

Team Size: 15



1. WEBSITE DEVELOPMENT

Designed and launched a comprehensive website for "The Sci-Fi Studio", including a CMS to manage the library of content.

2. BRANDING

Developed a cohesive brand identity, ensuring all elements from the website to social media were aligned.

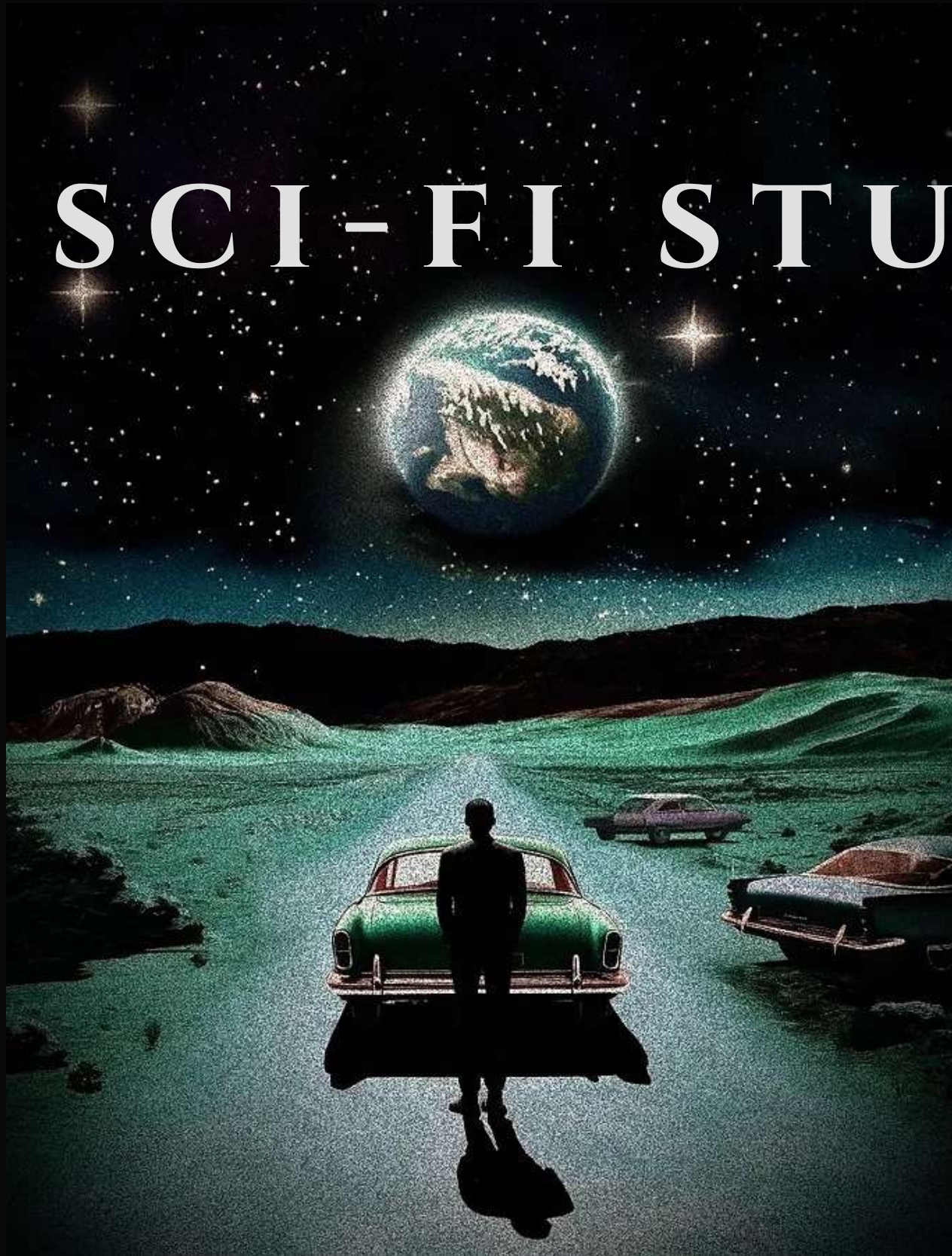
3. MANAGEMENT

Managed and led a team of 15 creatives to create and execute brand strategy effectively.

4. DTC VIDEOS

Produced high-quality Instagram content and DTC videos to convert leads. Hired and managed necessary talent, crew and freelancers to produce and maintain Instagram ad campaigns.

THE SCI-FI STUDIO



WEBSITE DEVELOPMENT

THE SCI-FI STUDIO



SHORT STORIES

Subscribe to get one free science fiction story
every week!

SUBSCRIBE



GET FREE CLASSIC SCIENCE FICTION STORIES EVERY WEEK!

SUBSCRIBE

BRANDING



NEWSLETTER COPY

This Week's Sci-Fi Classic!

Greetings!

Embrace the extraordinary with this week's sci-fi feature: *A Little Journey* by Ray Bradbury. A narrative that will take you beyond the stars.



A Little Journey (1951)

A group of elderly ladies pays for a tourist trip to Mars where they are promised the chance to board another rocket to meet God. However, their space outing takes an unexpected turn and they wind up getting more than they bargained for.

[Play Now](#)

WELCOME ABOARD!



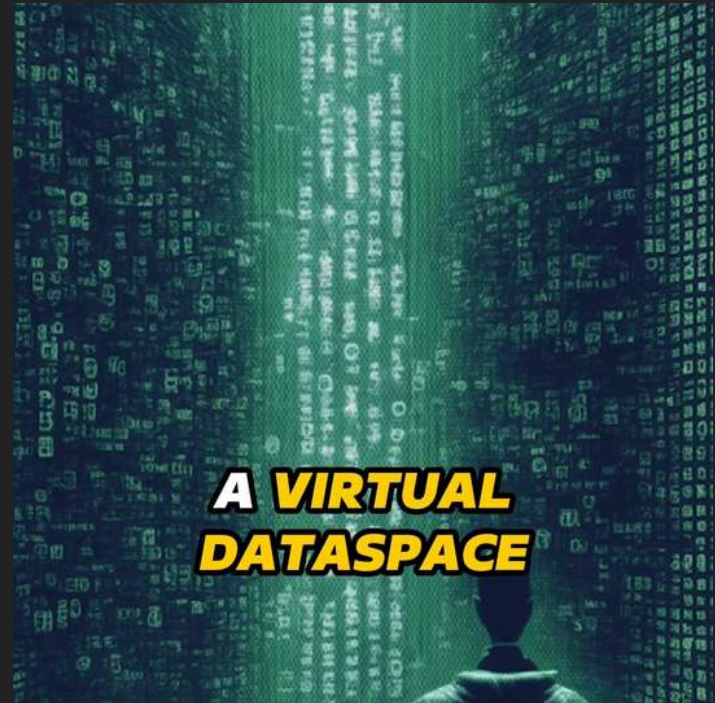
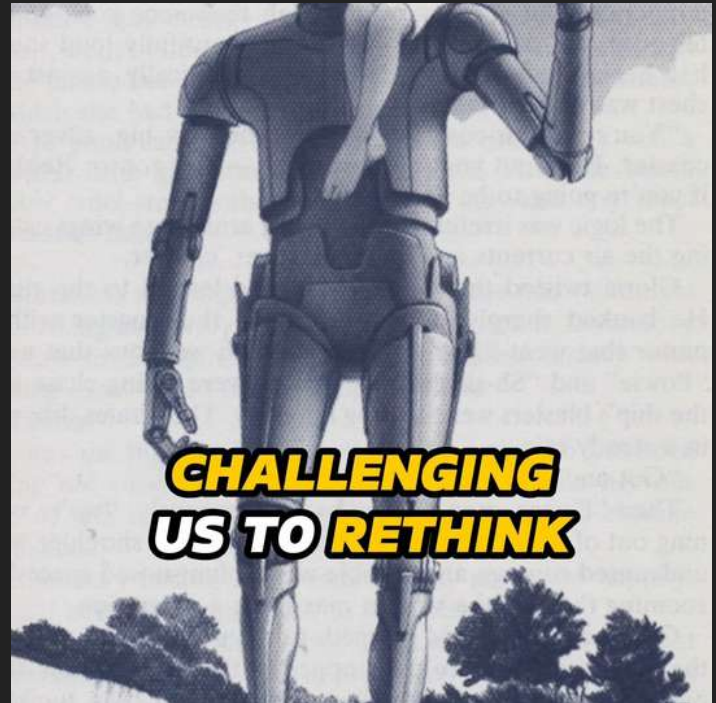
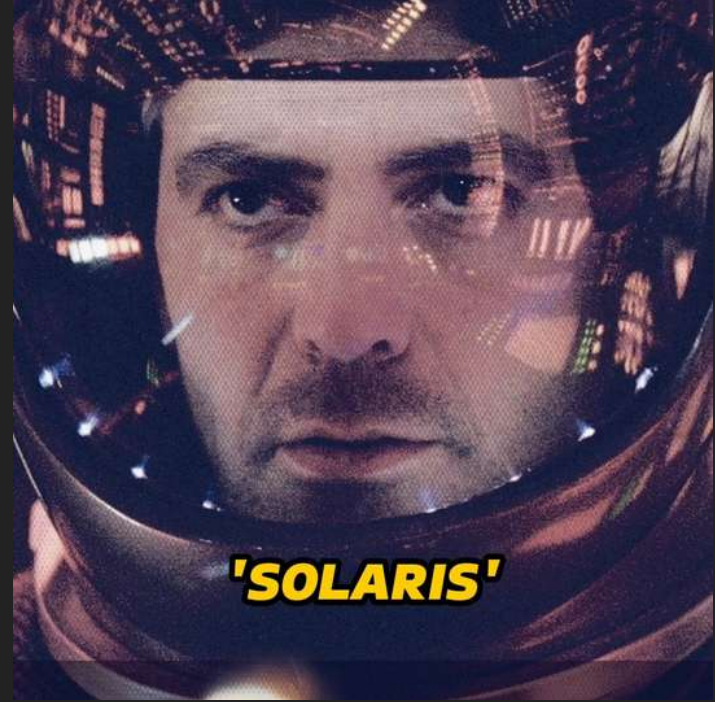
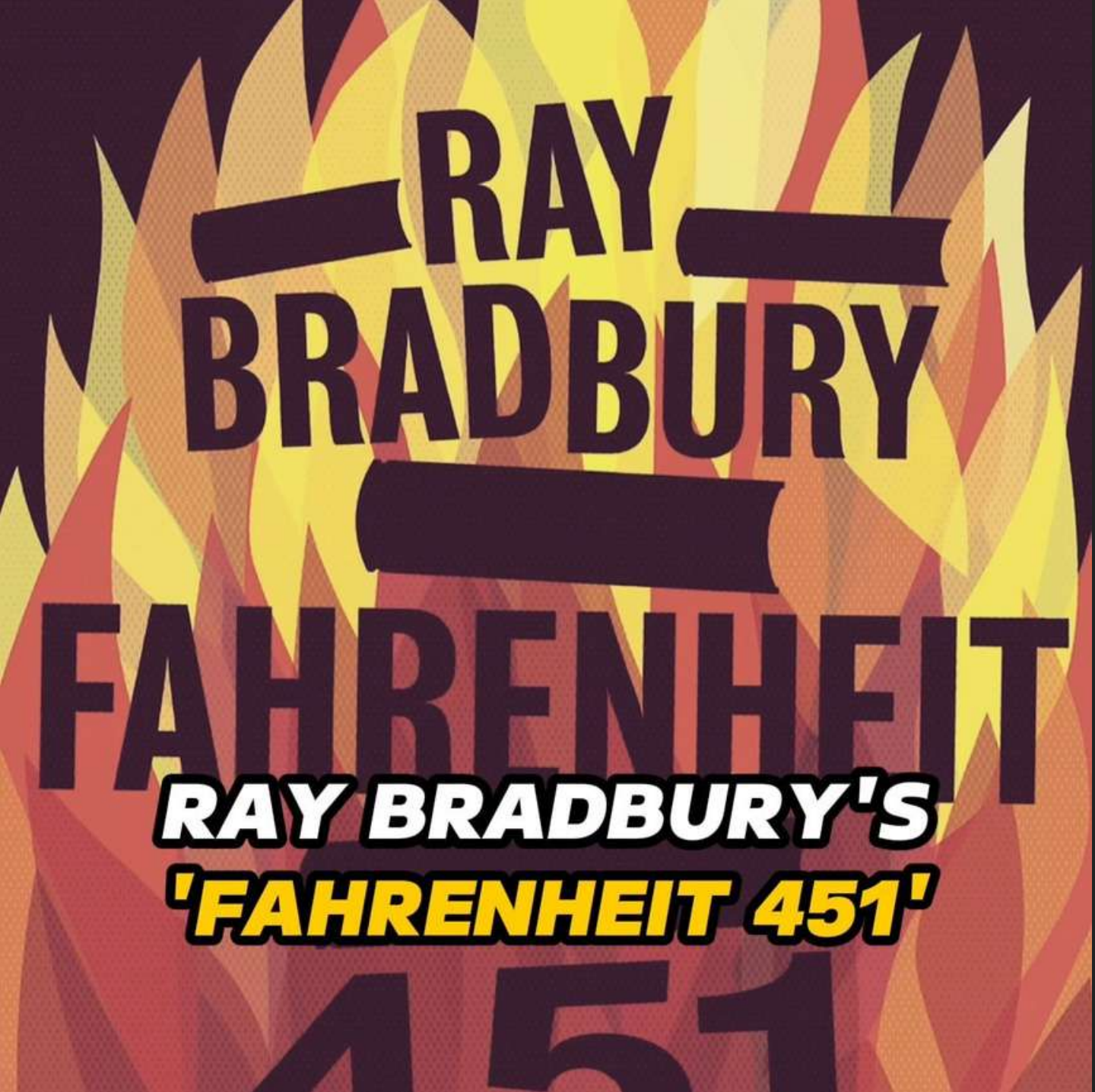
Welcome to The Sci-Fi Studio family! 🌟

We're over the moon to have you join us on this thrilling odyssey through the realms of classic science fiction.

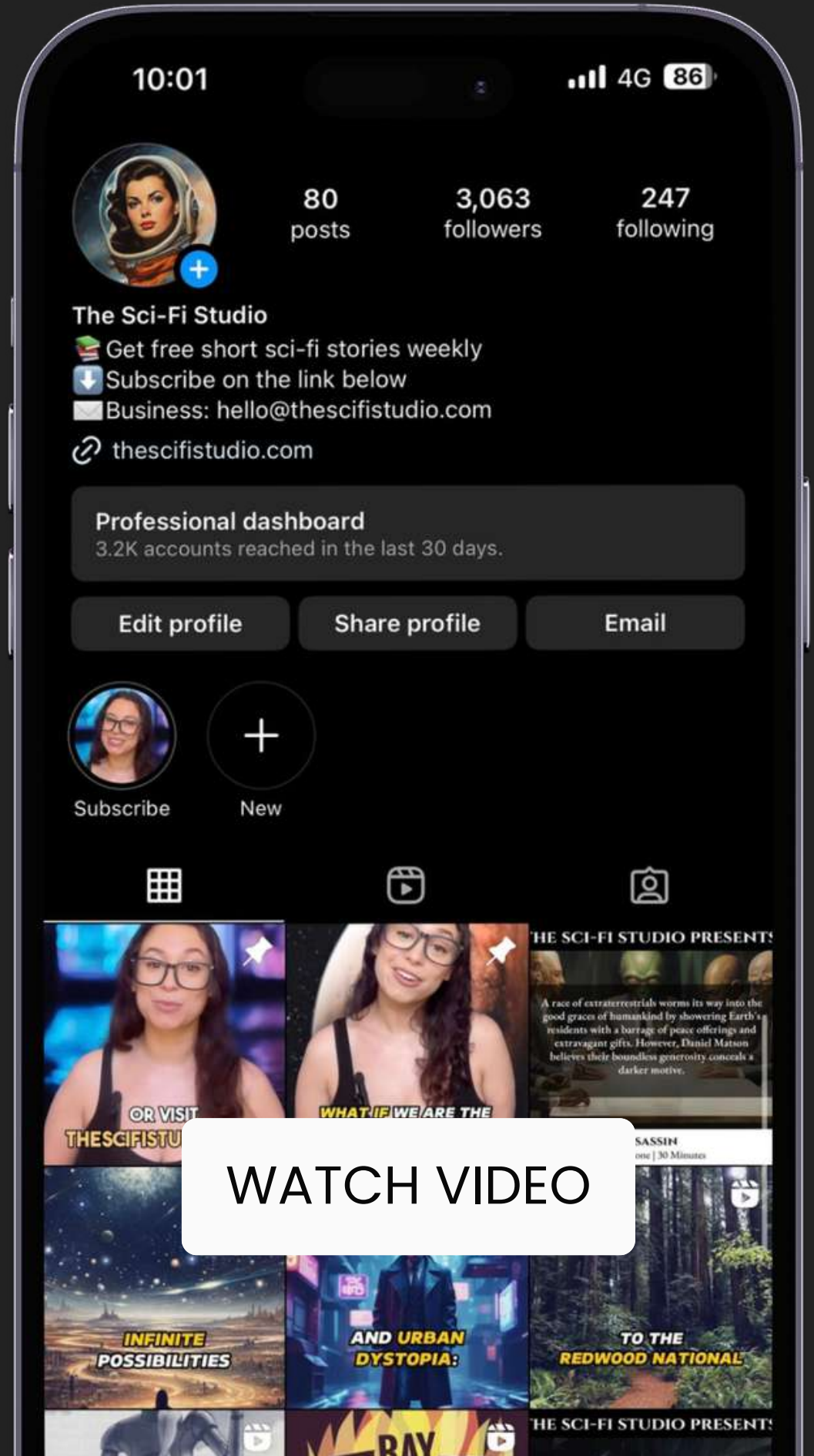
Every Sunday, at precisely 8 AM PST, your inbox will transform into a gateway to extraordinary worlds, timeless quests, and mind-bending discoveries. From interstellar voyages to encounters with the unknown, our carefully curated stories promise to ignite your imagination and transport you to the farthest corners of the universe.

Get Ready for Weekly Adventures! 🚀

Keep an eye on your inbox for our first delivery. If we accidentally land in your spam folder, please guide us back to your primary inbox and mark us as 'Not Spam.' This simple act ensures that our interstellar dispatches always make a safe landing in your inbox. In the meantime, feel free to explore our website for more sci-fi gems and exciting updates!



INSTAGRAM CAMPAIGN



Outcome

60% INCREASE

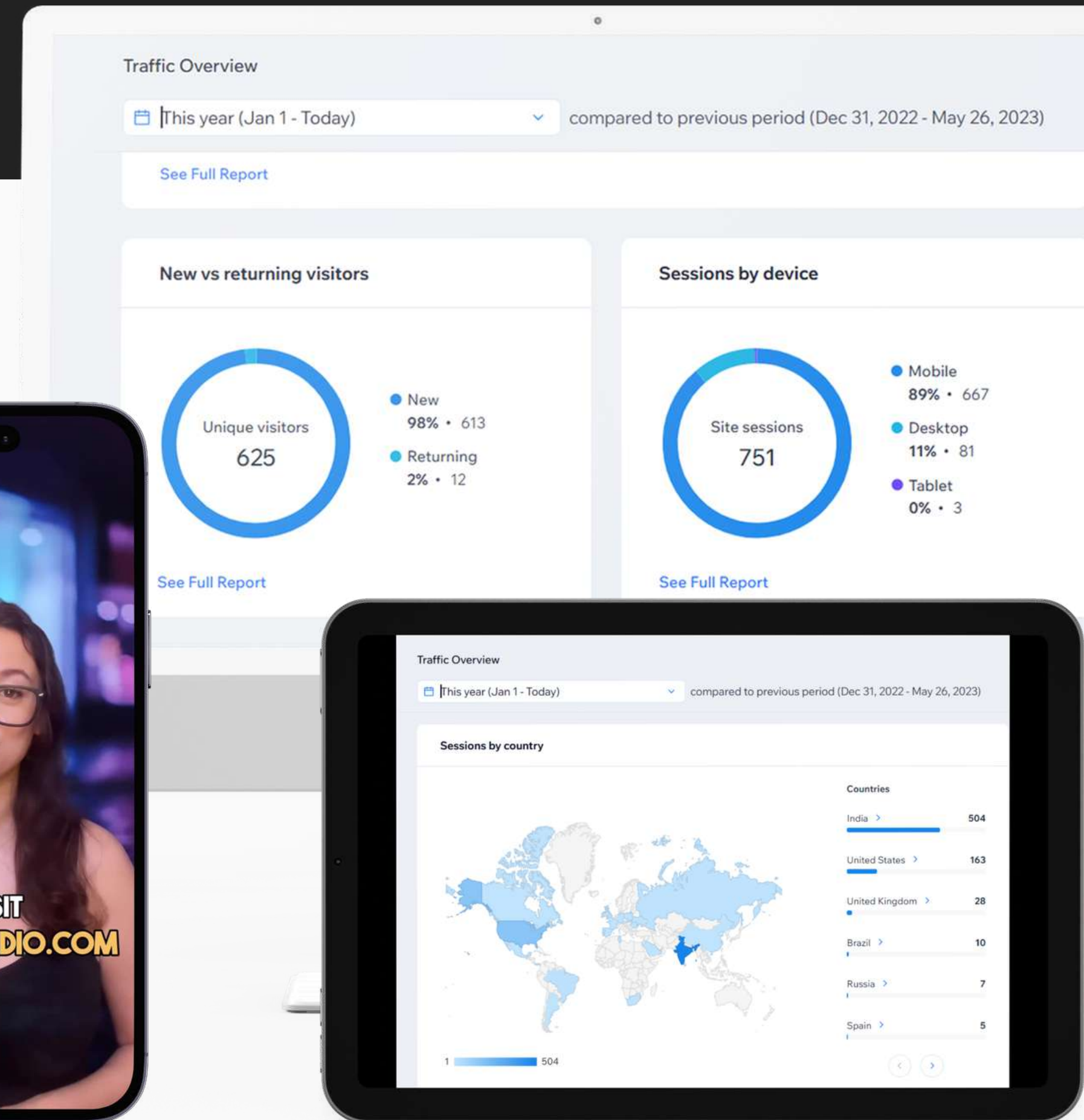
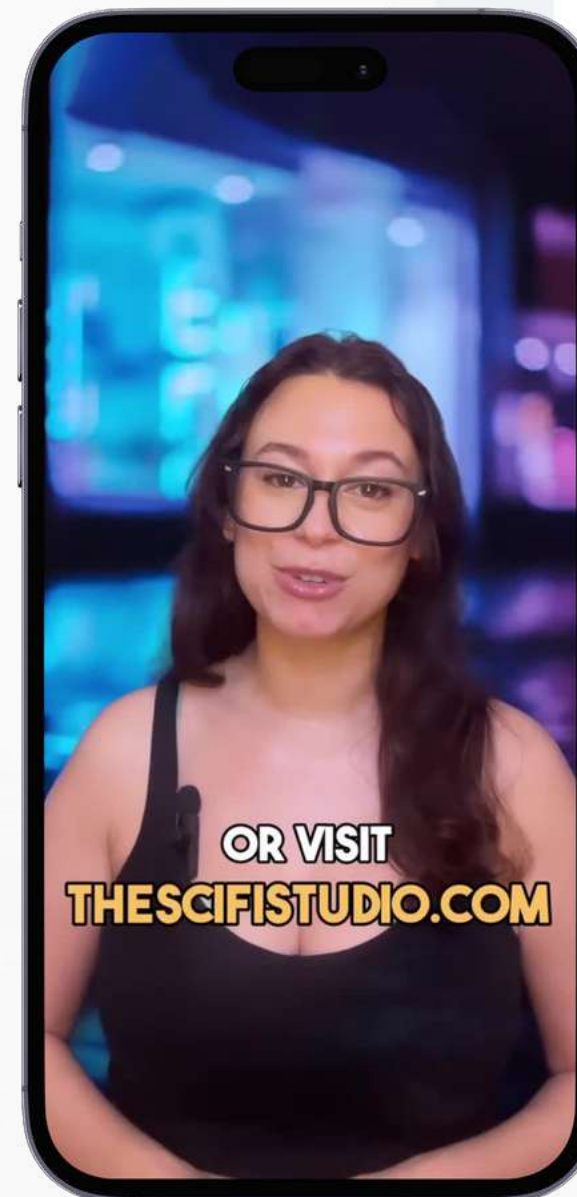
in website & Instagram engagement

SIGNIFICANT GROWTH

achieved in subscriber base & social media following (over 3K in just 3 months)

POSITIVE FEEDBACK

from the sci-fi community & increased brand recognition.





Tools used

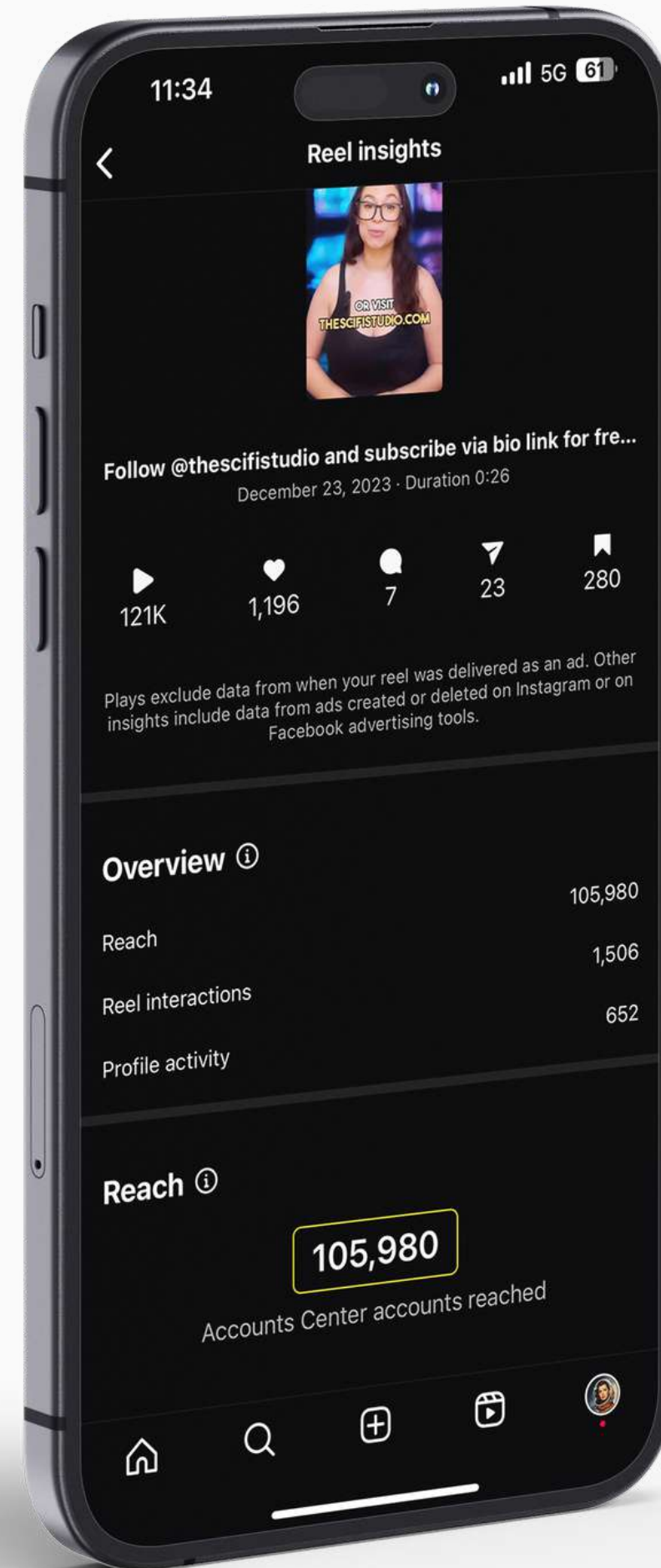
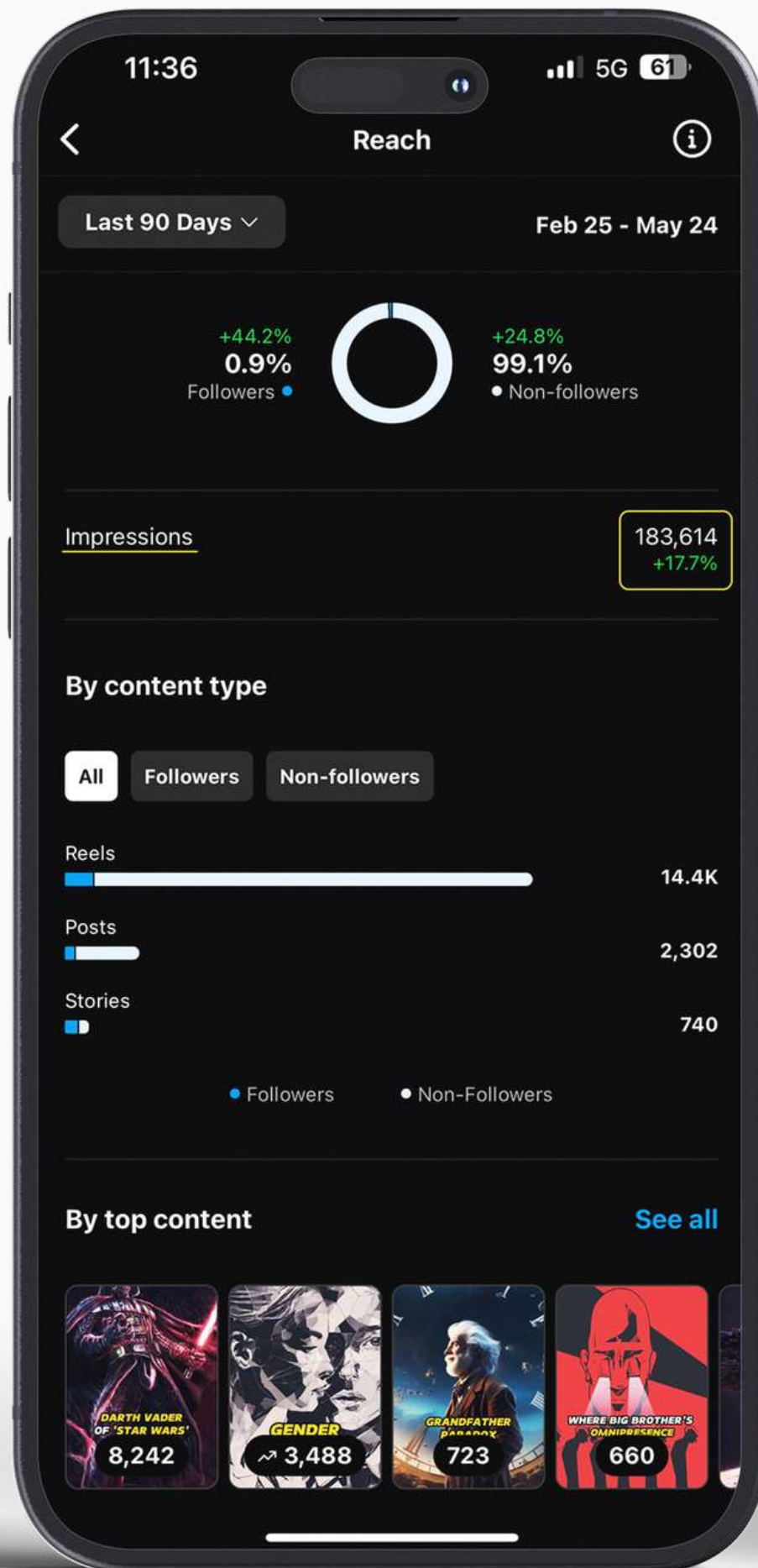
WEBSITE

- WordPress
- HTML/CSS
- JavaScript

DESIGN

Adobe Creative Suite

- Adobe Premier Pro
- After effects
- Photoshop
- Illustrator



Metrics

IMPRESSIONS

180,000+ accounts reached

PROJECT 3

Films

— *Brain in a Box*

— *Bombay Theater and the Magical Sitar*



BOMBAY THEATER

And the
MAGICAL SITAR



A FILM BY SUMIT SINGH

Objective

1.

Write and direct two award-winning short films, managing a large team of creatives, ensuring high production values.

2.

Negotiate a deal with streaming platforms (such as **Disney Plus, Shorts TV, Epic ON**) for distribution.

Here's what I did

Team Size: 102

1. CONCEPT DEVELOPMENT

Developed original concepts and wrote the scripts for both films.

2. PRODUCTION MANAGEMENT

Led and managed team of 102 cast and crew members, overseeing all aspects of production from pre-production to post-production.

3. DISTRIBUTION

Negotiated streaming deals with platforms like Disney Plus, ShortsTV, and Epic On.





Outcome

OVER 50 COUNTRIES

streamed "Brain in a Box" & "Bombay Theater and the Magical Sitar".

BEST DIRECTOR AWARD

at the LA Sci-Fi & Horror Film Festival.

CRITICAL ACCLAIM

and positive audience reviews received.

Tools used

SCREENWRITING

- Final Draft

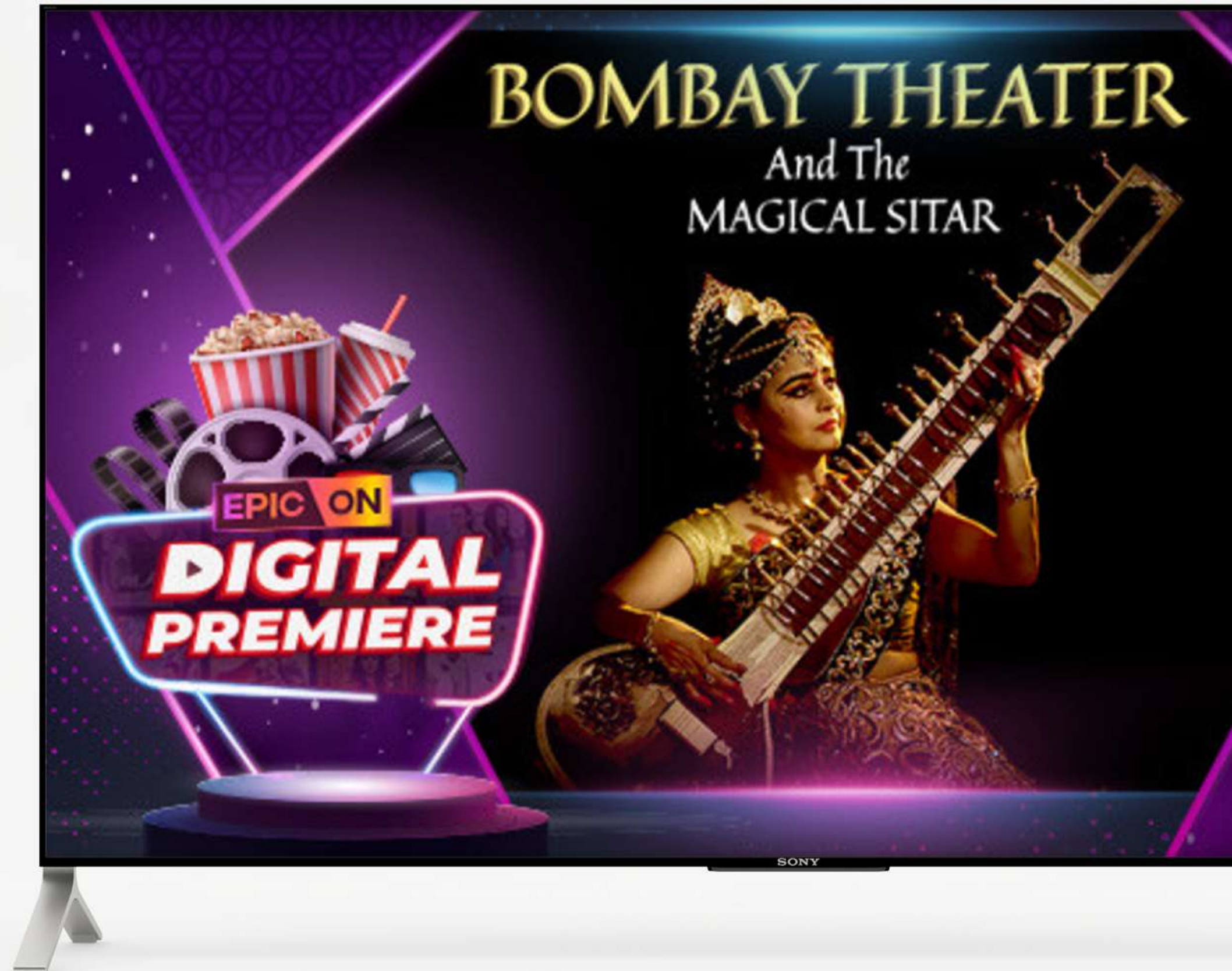
PRODUCTION

- Sony F5 & Sony F65 cameras/audio equipment
- Adobe Premiere Pro
- After Effects
- Davinci Resolve
- Avid

DISTRIBUTION

Partnerships with streaming platforms

- Disney Plus, ShortsTV, EPIC ON



BRAIN IN A BOX



Starring Andrew Pish, Audra Alexander
A Sumit Singh Film
Edited by Hansjeet Duggal director of photography

Robert Factor, with Ella Ryan
Produced by Shujian Wang
Rodney Clifton Production Designer Ting Jiang

SHORTSTV
HD

BRAIN IN A BOX



Starring Andrew Pish, Audra Alexander
A Sumit Singh Film
Edited by Hansjeet Duggal director of photography

Robert Factor, with Ella Ryan
Produced by Shujian Wang
Rodney Clifton Production Designer Ting Jiang

BRAIN IN A BOX



Starring Andrew Pish, Audra Alexander
A Sumit Singh Film
Edited by Hansjeet Duggal director of photography

Robert Factor, with Ella Ryan
Produced by Shujian Wang
Rodney Clifton Production Designer Ting Jiang

Disney+ hotstar





WATCH MOVIE





WATCH MOVIE

PROJECT 4

Luna App

Branding, Design and DTC Videos.







Objective

1.

Design and brand the Luna app, a popular quote of the day application on Android.

2.

Create high performing DTC video to convert leads.



Team Size: 18

Here's what I did

1. BRAND MANAGEMENT

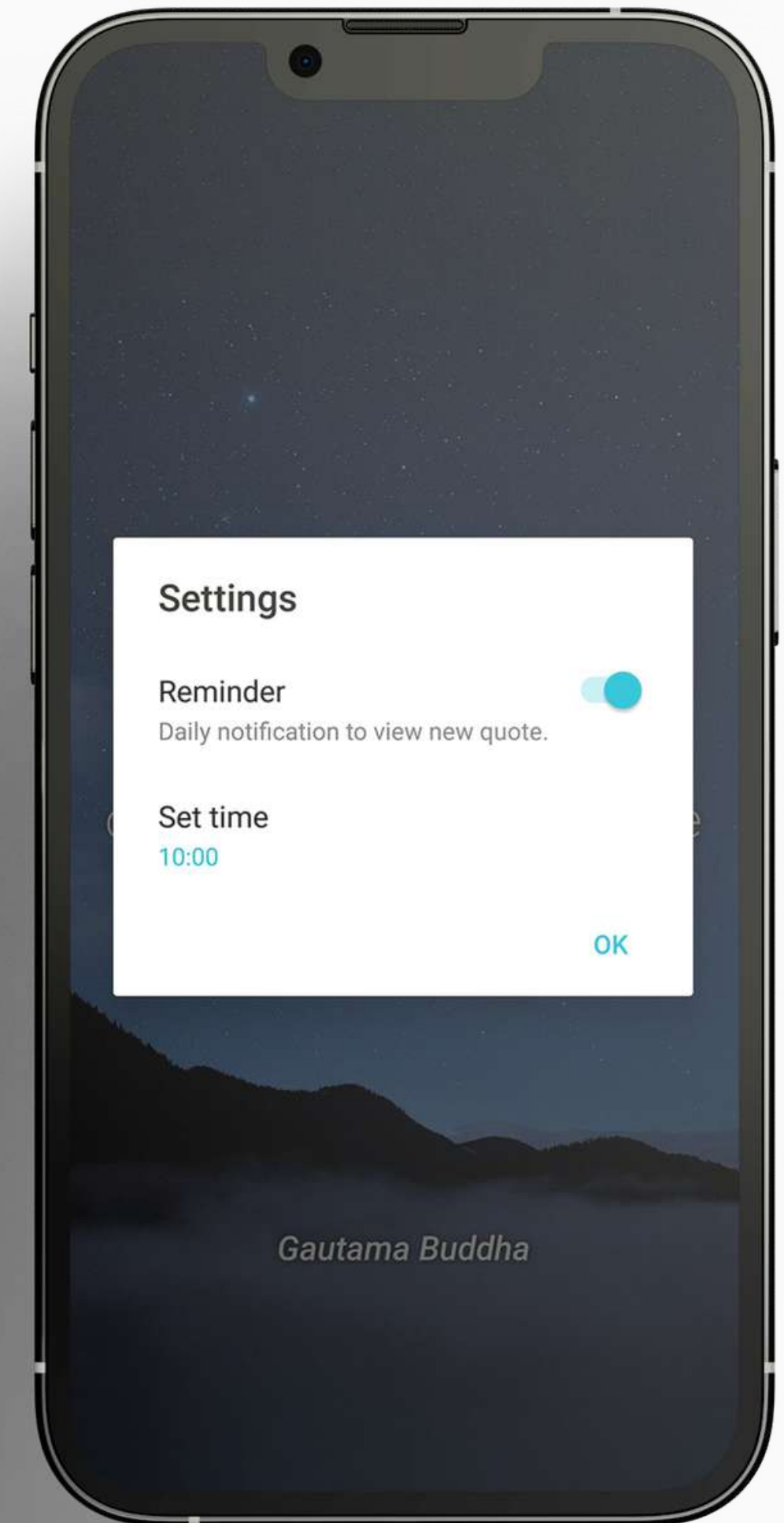
Created the brand identity, including the logo, color scheme, and overall visual style.

2. APP DESIGN

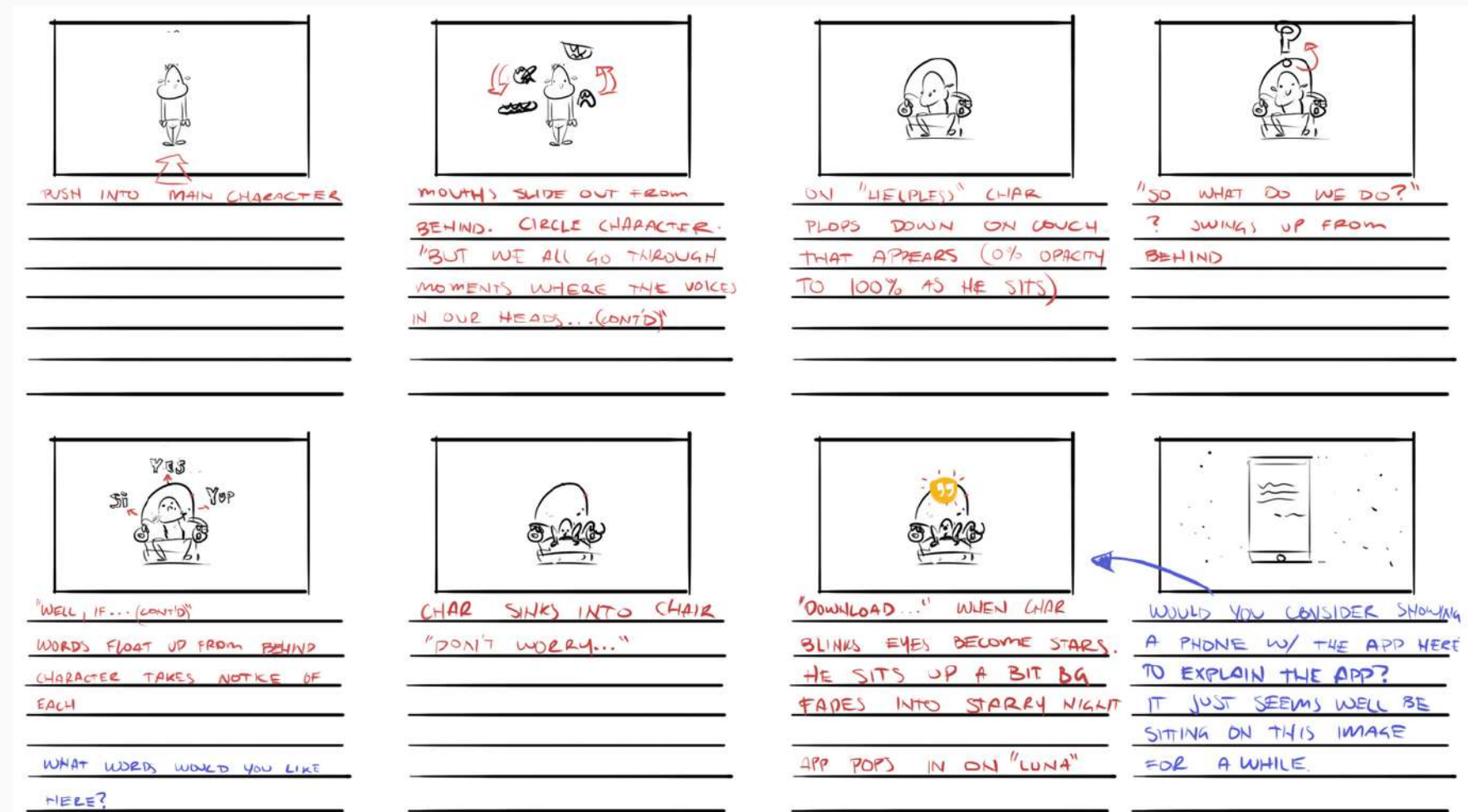
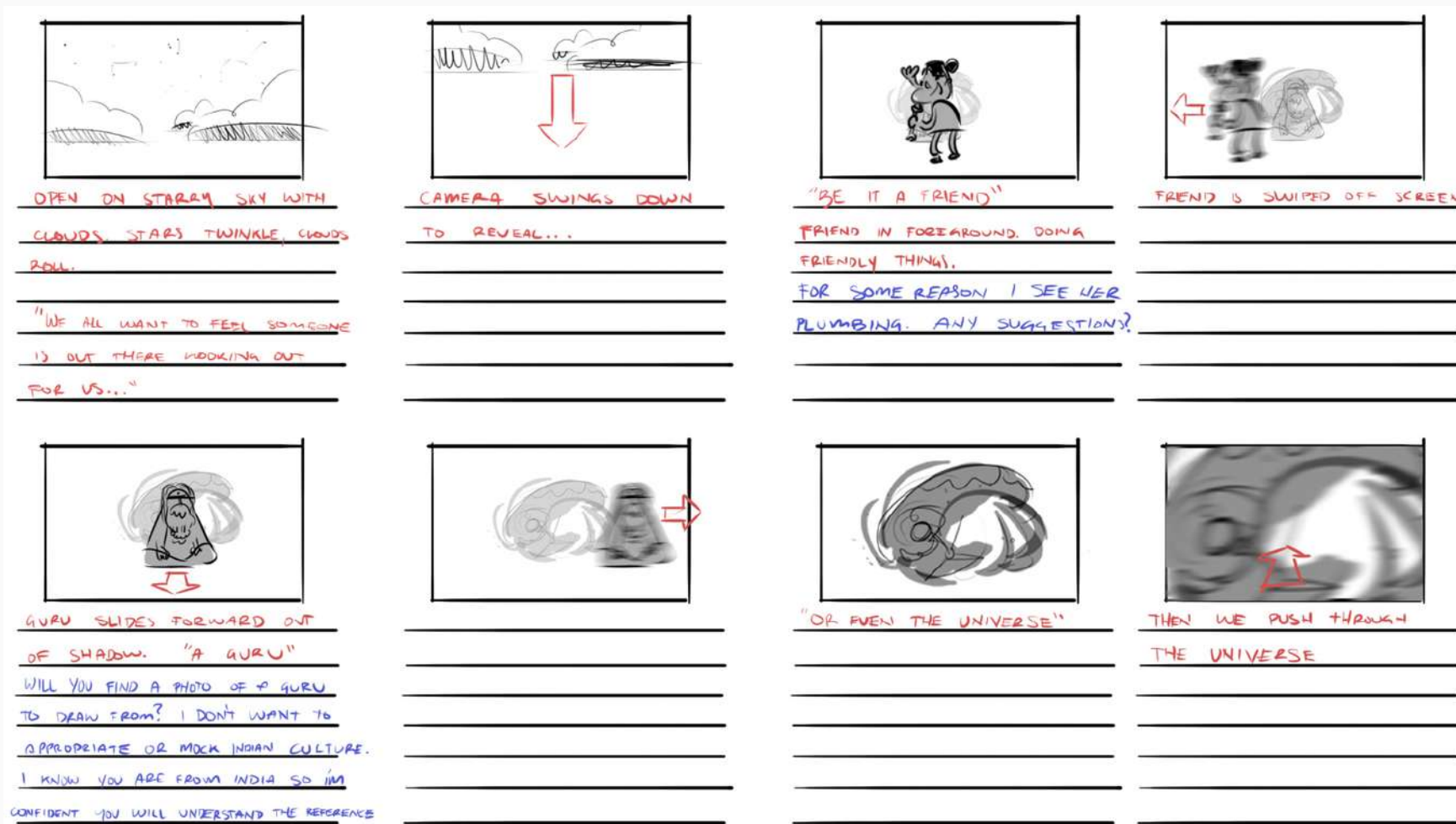
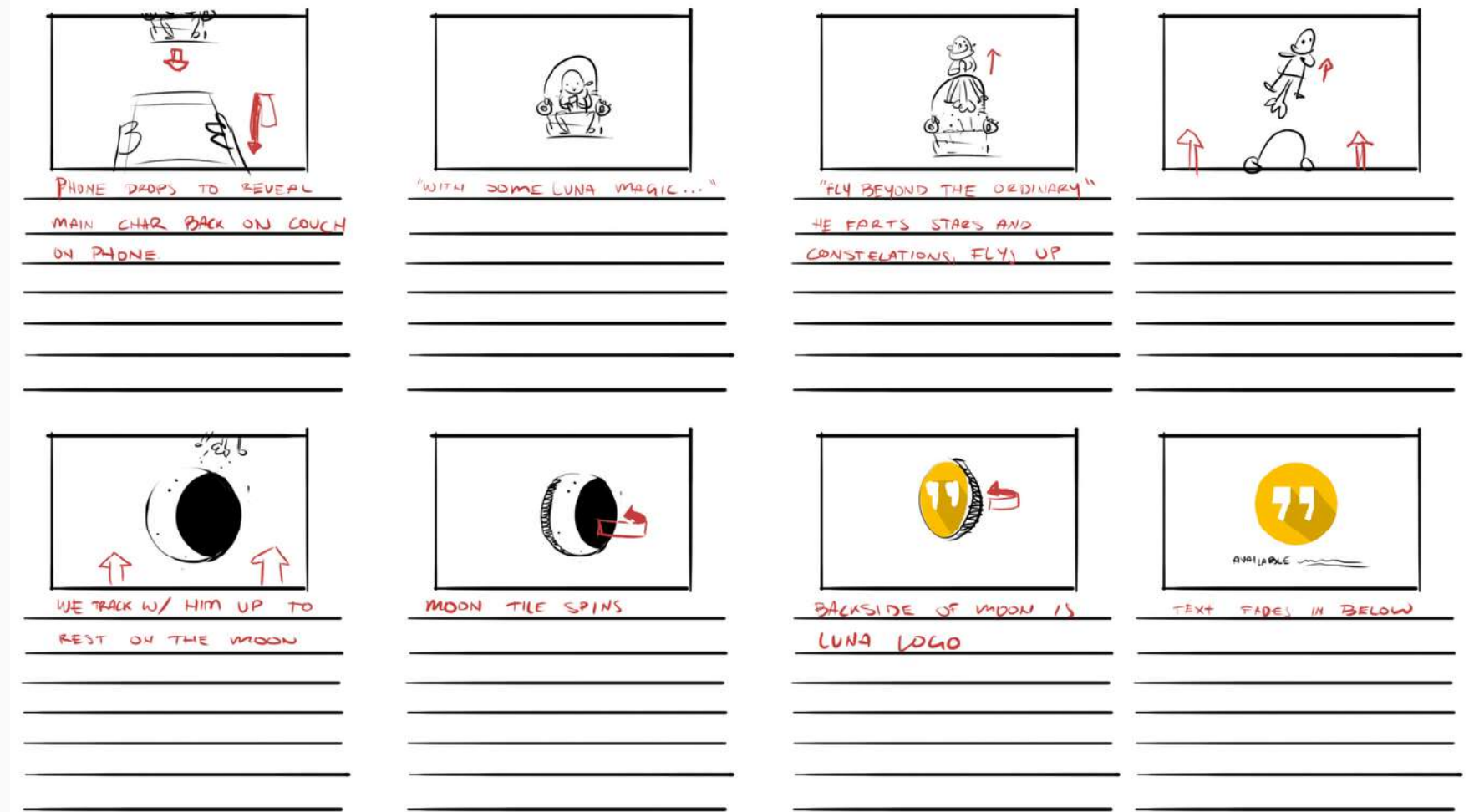
Led and managed a team of 18 programmers and designers to create the user interface and user experience, ensuring it was engaging and user-friendly.

3. MARKETING MATERIALS

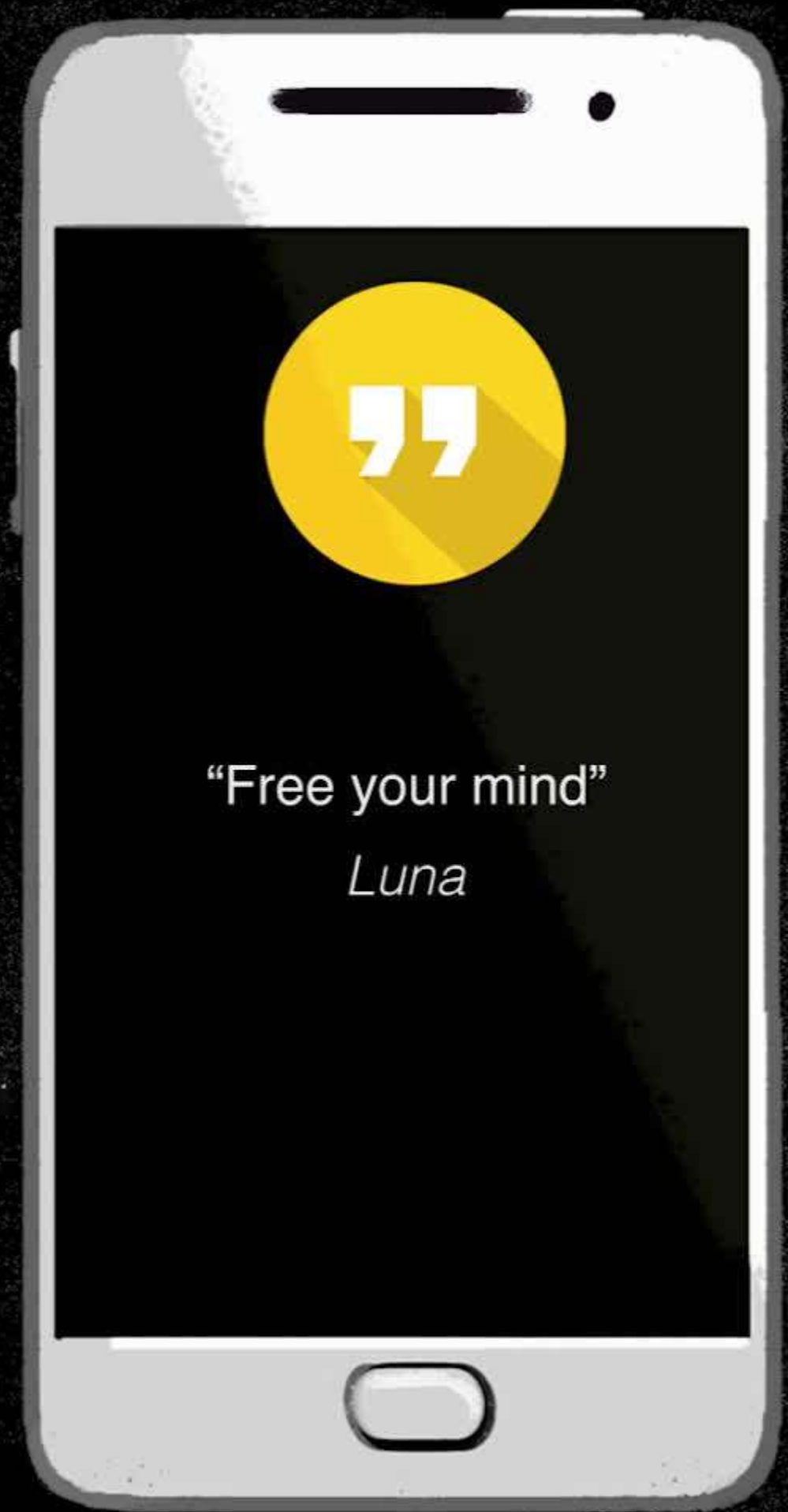
Developed high performing DTC videos, marketing assets, and social media graphics.



Storyboards







"Free your mind"

Luna



WATCH VIDEO

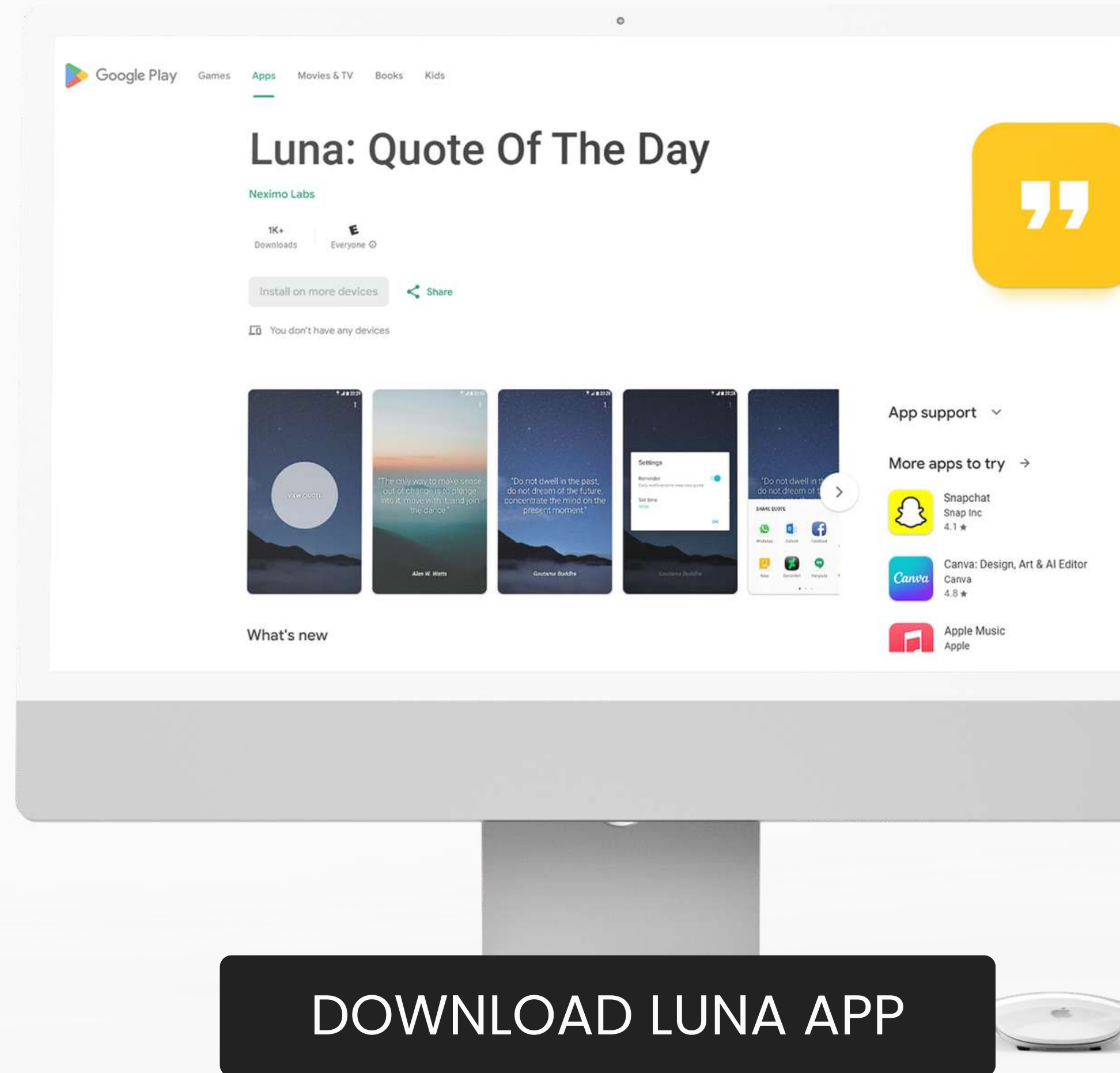
Outcome

THE LUNA APP BECAME VERY POPULAR

thanks to the animated DTC video, which resulted in more than 1K+ downloads and 5-star user reviews on the Android platform.

ENHANCED BRAND RECOGNITION

and user engagement through a cohesive and appealing design.



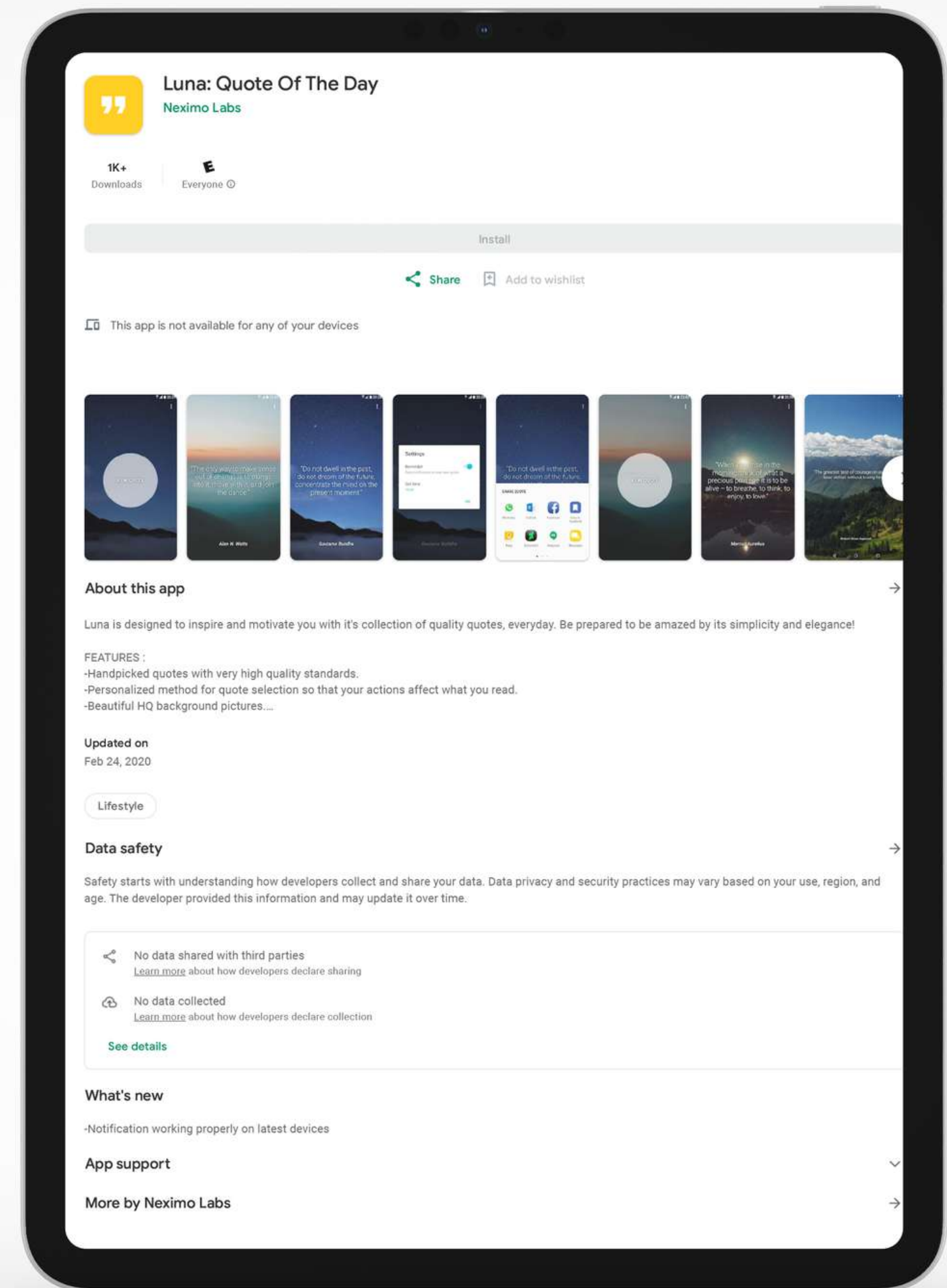
Tools used

DESIGN

- Adobe Illustrator
- Photoshop
- Figma for UI/UX design

DEVELOPMENT

- Collaboration with app developers for implementation



Areas of Expertise

OVER 7 YEARS OF EXPERIENCE

PROJECT MANAGEMENT

- Team Leadership
- Budget Management
- Workflow Optimization
- Deadline Management

MULTIMEDIA PRODUCTION

- Video Production
- Content Creation
- Adobe Premiere Pro
- Adobe After Effects
- Digital product design

CLIENT & STAKEHOLDER ENGAGEMENT

- Client Relationship Management
- Stakeholder Engagement
- Communication & Presentation

DTC VIDEO AD MASTERY:

- Ad Creation, Copywriting & Deployment,
- Data Optimization For Ads and UGC videos
- Creative Strategy & Brand Development
- High-Impact Design Solutions

CONTENT STRATEGY & EDITORIAL

- CMS Management
- Editorial, Pitching & Storytelling

Tools & Software Proficiency

ADOBE PREMIERE PRO

ADOBE AFTER EFFECTS

ASANA

AVID MEDIA COMPOSER

BLENDER, MAYA

HTML/CSS, WORDPRESS, JAVASCRIPT





“Working with Sumit Singh has been an incredible experience.

His directing abilities along with his design and branding skills are always top-notch. Sumit's ability to drive engagement through innovative, user-centered design is extremely impressive. Always delivers on time and within the given budget.”

Chris Moore

WRITER AT NETFLIX

IMDB cmoore11302@gmail.com 443-845-6867

“He is a master storyteller and one of the best creative directors I’ve ever worked with.”

[LinkedIn](#) shubhitnoor@gmail.com 209-688-2692

Shubhit Noor

VICE PRESIDENT & SENIOR
CREDIT OFFICER

City National Bank — SF, California

“Sumit Singh’s work exceeded our expectations!

He led the branding of many of our internal multimedia projects. Sumit’s strategic planning and project management ensured timely delivery and high-quality results. His exceptional creative and problem-solving skills made the collaboration seamless.”

**“I highly recommend
working with Sumit
Singh.”**

Contact Information

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sumitsinghfilms@gmail.com

