

Konner Sanghera

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CINEMATOGRAPHER / VIDEO EDITOR / SOCIAL MEDIA MANAGEMENT

Emmy Award-winning creative leader with 5+ years of experience in video production, cinematography, and social media content for professional sports and brand marketing. Proven in creative direction, team leadership, and end-to-end production across short-form, long-form, and live content. Experienced in driving audience growth through platform-first storytelling, efficient workflows, and data-informed creative strategy.

SKILLS

Team Leadership, Advertising, Video Production, Cinematography, Videography, Photography, Multi-Camera, Highlight Reels, Video Editing, Live Production, Motion Graphics, Social Media Content Strategy and Campaigns, Adobe Creative Cloud, Visual Storytelling, Creative Direction, ENG Cameras, Arri Cameras, DSLR and Mirrorless Cameras, Sony Products, Pre-Production, Production, Post-production, Branded Content, Iconik, OBS Studio, Vimeo, YouTube, Teradek, TriCaster, LiveU, AI Tools, ChatGPT, Canva, Social Media Scheduling, Campaigns, Marketing, Short-Form & Long-Form Content Creation, Motion Graphics & Visual Effects, Content Repurposing for Social Platforms, Creative Problem Solving

WORK EXPERIENCE:

Home Genius Exteriors, Social Media Content Manager, Oct 2025 - Present

- Develop, plan, and execute content strategies across social platforms, boosting follower growth by about 40%.
- Create multimedia posts and campaigns highlighting services and culture, increasing average engagement by about 30%.
- Monitor performance metrics and adjust strategies to drive engagement and growth.
- Collaborate with marketing and design teams to maintain brand consistency, resulting in cohesive visual identity across channels.
- Operate DSLR and mirrorless cameras for social shoots, ensuring high-quality videography and photography assets.

Cleveland Browns, Production Manager, Apr 2023 - Oct 2025

- Plan and lead creative video production projects as lead cinematographer, delivering weekly highlight reels that drove viewership up by about 20%.
- Operate and troubleshoot multi-camera systems and audio/lighting rigs to capture high-quality footage in fast-paced environments.
- Manage Livestreams through Vimeo/LiveU/VMix for all social media platforms.
- Spearhead recruitment and onboarding of producers and interns, expanding the content team's capacity by about 30%.
- Expertise in managing scope, schedules, and budgets with precision.
- Built and maintained weekly production calendars aligned with game schedules, social campaigns, and football operations needs. Arranged team and crew travel for away games and special content shoots.
- Coordinated cross-functionally with Football Operations, marketing, and social teams to ensure timely delivery of priority content.
- Maintain and calibrate video equipment inventory, ensuring readiness and adherence to quality standards.
- Implemented streamlined workflows that improved turnaround speed for game-week and short-form content.
- Directed and operated multi-camera systems in fast-paced athletic environments. While capturing on-filed

and off-field content.

- Troubleshoot real-time technical issues involving camera, audio, lighting, and streaming systems
- Secured shoot locations, handled credentialing, and coordinated stadium access logistics
- Partnered cross-functionally with creative, social, marketing, broadcast, and league stakeholders

Cleveland Browns, Producer/Cinematographer, Mar 2022 - Apr 2023

- One of three lead cinematographers responsible for athlete features, brand storytelling, and promotional campaigns.
- Produced and edited social-first hype videos, driving an average increase of 30% in social media views.
- Edited high-volume short-form content on tight daily deadlines to support consistent platform engagement.
- Collaborated directly with Football Operations to create video content for players, coaches, and internal initiatives.
- Captured athlete action and environmental photography to support marketing and digital campaigns.

Cleveland Browns, Broadcast Internship (Internship), Jun 2021 - Mar 2022

- Supported live production of Browns Live, assisting with camera setup, live switching, and on-air workflows.
- Produced, filmed, edited, and mixed audio for internal and external projects, gaining end-to-end production experience.
- Created short-form social videos and visual effects assets for fast-paced digital campaigns.
- Filmed community events and produced recap videos for web and social distribution.

Houston Texans, Digital Video Internship (Internship), Jun 2020 - May 2021

- Liaised between digital and marketing teams to produce corporate media assets, improving online content consistency.
- Produced a short-form documentary series titled *More Than a Game*, highlighting player and community stories.
- Filmed interviews and B-roll at events, editing recap content optimized for social media platforms to boost engagement.

Patterson Companies, Inc.

Video Editor Sep 2019 - Oct 2019

CliftonLarsonAllen, LLP

Video Technician/Video Editor Jun 2019 - Sep 2019

EDUCATION

Hennepin Technical College

B.A, Cinematography and Film/Video Production