

ABIJEET ACHAR

ASSOCIATE CREATIVE DIRECTOR

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SUMMARY

Emmy Award-winning creative director and producer with roughly a decade building brands through creative direction, campaigns, and film. Joined Flock Safety as its first in-house videographer and built the company's video function into an in-house team, and now lead it as Associate Creative Director, Film: setting creative direction, briefing and directing videographers, editors, and motion designers, and presenting concepts and finished work to executives and cross-functional stakeholders. Before Flock, I founded and ran an independent production company for seven years, directing and producing narrative, documentary, and commercial work, including a documentary that aired on Georgia Public Broadcasting and won a Southeast Emmy. I've been driving AI adoption across the creative workflow, and I still stay close to the craft, getting into an edit or giving notes on a cut when a piece needs it.

CORE SKILLS

Creative Direction & Strategy	Setting creative direction & briefs across brand, campaign, and executive content; presenting concepts and creative rationale to executives and senior stakeholders; directing motion designers, editors & other creatives with clear notes
Cross-Functional Leadership	Managing videographers and editors as direct reports and overseeing a freelance creative bench; partnering across marketing, product, sales & leadership; prioritizing a high volume of concurrent projects; driving AI adoption across creative workflows
Campaign & Content Craft	Brand campaigns, product launches, event content, customer stories & documentary storytelling; developing ideas across social, video, campaign & executive channels
Production Craft	Directing & producing (narrative, corporate, documentary, commercial); camera, lighting & audio; expert editing in Premiere Pro

PROFESSIONAL EXPERIENCE

FLOCK SAFETY ↗ Atlanta, GA

Associate Creative Director, Film

2024 – Present

2026 – Present

- Set creative direction and briefs for Flock's in-house video team, developing concepts and storyboards for brand films, customer stories, and executive-facing content, and partnering across marketing, product, sales, and leadership to keep creative aligned with business priorities.
- Present concepts and finished work to executives and senior stakeholders, translating business priorities into visual stories and building buy-in for creative direction before and during production.
- Direct Flock's videographers, editors, and freelance motion designers, setting creative direction and giving actionable notes on narrative, pacing, visual style, and brand alignment.
- Led creative for keynote hero films, product launch content, and event storytelling for major company moments including Flock Forward and IACP, coordinating across video, motion, and executive stakeholders.
- Built Flock's creative and production system, from briefs and shot lists to brand standards, keeping a high volume of concurrent projects consistent and on-brand across in-house, freelance, and remote contributors.
- Introduced AI-assisted tools across the creative workflow, from pre-production through post, to help a small team move faster without losing quality.

Videographer → Senior Videographer

2024 – 2026

PINEAPPLE CUT PICTURES ↗ Atlanta, GA

Founder & Producer

2017 – 2024

- Founded and ran an independent production company, taking projects from scoping and budgeting through production and delivery, directing and producing narrative, documentary, and commercial work for clients including Google, Amazon, PBS, and UPS.
- Directed, shot, and edited Dangerous Color, a branded documentary that aired statewide on Georgia Public Broadcasting and won a Southeast Emmy Award, taking the project from first creative conversation through final delivery.
- Hired and managed freelance crews and production partners, negotiating rates, contracts, licensing, and rights agreements across commercial, documentary, and narrative productions.

COREY SMITH TOURING ↗ U.S.A.

Video Producer

2016 – 2019

- Owned fast-turn field production and post for a touring recording artist, coordinating travel and locations across the U.S. for promos, music videos, live capture, and a full concert film.

EDUCATION & DISTINCTIONS

Education	Emerson College, MFA, Film and Media Art University of Georgia, BA, Film Studies
Awards	3 Southeast Emmy Awards (2019)
Festivals	Palm Springs ShortFest, LA Asian Pacific Film Festival, Beverly Hills Film Festival, Atlanta Film Festival, Short of the Week