

Vignesh Sadhasivam

Rights & Permissions Specialist

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OBJECTIVE

Dedicated and highly motivated Rights & Permissions Specialist with 12 years of experience seeking a challenging role to leverage my expertise and skills. As an adaptable and proactive team player, I aim to contribute effectively to the success and growth of the organization while continuously enhancing my knowledge and skill set.

PROFESSIONAL SUMMARY

- An experienced Rights & Permissions Specialist - Art Buyer / Photo Researcher (12 years of experience)
- Possessing well - developed communication along with high degree of technical knowledge in terms of **Photo Research & Copyright Clearance** / Project Management.
- Skilled in rights and copyright clearance, Business Affairs, Digital asset management, negotiating licensing fees, text research, carrying out picture research across a variety of sources, handling and coordinating usage rights and talent contracts.
- Extensive international travel background, comfortable working with and in different cultures.

CAREER PROFILE

From: March 2021

Hogarth Worldwide, Chennai

Sr. Art Buyer

COMPANY PROFILE:

Hogarth Worldwide is the world's leading creative content production company. Born to make the best work brilliantly, we combine craft, insight and technology to bring creative work to life for many of the world's most famous brands.

Hogarth was founded over 10 years ago and has grown from a start-up to over 4,000 people, across 28 cities worldwide and is now part of the WPP family.

ROLES & RESPONSIBILITIES:

- Collaborates effectively with brand teams, business affairs team, multiple creative and production teams across our client's brand portfolio to procure assets (Images, Footage, and music tracks) for multiple mediums and across multiple campaigns/projects.
- Coordinates pre-production estimates, negotiations and purchases of artwork (photography, illustration, video clips for all print, digital and projects utilizing stock imagery).
- Performs **Photo Research**. Researching, picking and procuring required items provided by the clients.
- Handles initial contracts and renewal negotiations with all stock vendors like **Getty Images, Shutterstock, Alamy Limited, Adobe Stock, FilmSupply, Pond5**, and third-party rightsholders.
- Appropriately securing and managing usage rights, talent agreements, and copyright licensing terms.
- Work closely with the **Business Affairs Team** to collect and collate all usage details ensuring they cover the period of intended use.
- Manage schedules and budgets for numerous projects.
- Acquiring and maintaining all photographer contracts, rights clearance, and invoicing, stock photo payments for usage.
- Reviewing activity reports and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.
- Provide clients with communication assistance and obtain information from them through presentations and meetings.
- Posting new high-resolution files for selected images and assisting DAM Librarian in administering the Digital Asset Management System for storage and tracking of all media assets.
- Reporting status regularly to the client.
- Working with the leading clients like *The Coca-Cola Company, Wall Street Journal, Johnson & Johnson, Walgreens, Amway, AIG, Abbott Labs, Nestle, Ford*, etc.

KEY SKILLS:

- **Rights & Permissions:** Efficient and professional in all aspects of image sourcing, rights clearance, fee negotiation, licensing, and copyright issues. Carrying out picture research across various sources from local and international picture libraries to museums
- **Budgeting and Cost Control:** Strong financial acumen to develop and manage project budgets, track expenses, and optimize resource allocation to meet financial objectives.
- **Project Planning and Execution:** Demonstrated ability to create comprehensive project plans, define project scope, set clear objectives, and execute projects within timelines and budget constraints.
- **Communication:** Excellent verbal and written communication skills, adept at conveying project updates, progress reports, and requirements to stakeholders, team members, and senior management.
- **Time Management:** Effective in prioritizing tasks, setting deadlines, and managing time efficiently to deliver projects on schedule and meet deadlines.
- **Quality Assurance:** Skilled in implementing quality control measures and ensuring project deliverables meet established standards and client requirements.
- **Adaptability:** Ability to thrive in dynamic environments, adapt to changing requirements, and stay focused on achieving project objectives.

OTHER SKILLS:

- Proficient with MS Office, Adobe Suite, and other forms of work-related technology.
- Confident working with numbers/budgets, trackers, spreadsheets and asset management tools.
- Quality Management
- Time Management
- Problem-solving
- Resolving Conflicts

HOBBIES & INTERESTS:

- Photography
- Cooking
- Movies
- Listening to Music
- Travel
- Sports

EDUCATION

Bachelor Degree: B.Sc. Visual Communication
University: SRM Arts & Science College, Tamil Nadu
Year Passed: 2008 - 2011

WORK EXPERIENCE

Total Years of Experience – 12 Years

- **Company:** Lumina DataMatics, Pvt Ltd (Formerly PreMedia Global)
Designation: Project Manager, Rights & Permissions (Photo Research), 2011-2013 (2 years)
- **Company:** Integra Software Services, Pvt Ltd
Designation: Project Lead, Rights & Permissions, 2013-2018 (5 years, 6 Months)
- **Company:** Straive (Formerly SPi Global, Pvt Ltd)
Designation: Sr. Project Manager, Rights & Permissions, 2019 - 2021 (1 Year, 2 Months)
- **Company:** Hogarth Worldwide
Designation: Sr. Art Buyer, 2021 to Present (3 Years)

PERSONAL INFORMATION

- **Language Proficiency:** English & Tamil
- **Nationality:** Indian
- **Gender:** Male
- **Date of Birth:** July 19, 1991
- **Place:** TamilNadu, Chennai, INDIA

Declaration:

I hereby declare that the above-furnished details are true to the best of my knowledge and belief.

Vignesh Sadhasivam
Rights & Permissions Specialist