

Varun Verma delivers for YouTube Stars Trisha Paytas, Ricky Dillon, Corporate, Commercial, And More

Prolific producer is the catalyst for hit music videos and other top productions

LOS ANGELES, USA, February 1, 2016 /EINPresswire.com/ -- Varun Verma has established himself as one of today's most outstanding, superlative and sought after line producers for world-class music videos, short films and commercials.

The New Delhi, India native has built a track record as a producer of hit viral music videos for star recording artists such as Trisha Paytas and Ricky Dillon. He's excelled as the exclusive line producer for Replay Collective. He's produced exceptional short films, collaborated with industry leading directors, produced a commercial for EA Games and collectively demonstrated his multifaceted, creative and enterprising ability.

"I've been experiencing everything," Verma said. "I'm a creative person. I like working with the creatives, but I want to make business out of creative endeavors too."

Verma is responsible for the leading role of overseeing operations and logistics from pre-production through the completion of production. He solves problems that arise and supervises daily operations on set to ensure productions run with efficiency and effectiveness.

"I like challenges. I like the stress," he said. "You have to be very calm and decisive. There's a lot of money involved and things in production change. I'm always on the phone 24 hours. You have to keep the communication flowing."

Most recently, Verma line produced the official music video for "Problematic," a new hit single from Ricky Dillon featuring Snoop Dogg. Dillon is a singer and YouTube personality whose videos have received more than 215 million views.

"Problematic" released Jan. 15 on YouTube and has already surpassed more a million views. It was directed by Andrew Vallentine, produced by Replay Collective and filmed in early January at Red Gum Studios in Anaheim, Calif. The single is from Dillon's debut album, "Gold," that also released Jan. 15.

"Pre-production was the crux of this one with our focus on hiring the crew, getting the location, planning, supervising on set, running on schedule and keeping things under budget," said Verma. "We had less than 10 days to make it."



Vallentine said, "I expect the best and Varun is one of the best line producers I've worked with. I create videos that need quick, fast and reliable execution and Varun offers all of those aspects as a line producer. As a director, the last thing you want to worry about on set is problems arising with the execution of the production logistics. Varun makes it easy for me to direct because I've come to expect a level of professionalism from him and his team that once I'm on set I know he's done his job right."

Verma also line produced Dillon's "Steal the Show" music video featuring Trevor Moran. The video was directed by Vallentine, released December 28 and has already registered more than a million YouTube views. It was shot in Las Vegas and features burning cars and simulated rain sequences.

Verma's work for Replay Collective has been an alliance that's allowed for his line producing of several videos for the all-around entertainer Trisha Paytas, including her "Fat Chicks" music video, which has become a women's empowerment and equality anthem. Vallentine directed the video, and it has more than five million views to date.

In November, Verma line produced Paytas' cover music video of Cher's, "If I Could Turn Back Time." The production took place aboard the Battleship USS Iowa in San Pedro, Calif.

Vallentine again helmed the project as director. "It was such an amazing shoot to be on such a historical ship," he said. "With Varun's skills at locking this location we had no problem filming there, where other Line Producers I truly believe wouldn't have been able to pull that off."

Showing his producing skill for commercials, Verma line produced a YouTube commercial for EA Games' Battlefield Hardline that consisted of a real life battlefield experience instead of the game's actual digital immersion.

Verma, who is inspired by the filmmaking action legend Michael Bay, received a Master of Arts degree in film and media production at the New York Film Academy in Los Angeles.

His filmography includes line producing the short drama film, "The Love Effect," directed by Drue Metz, and starring Ari Blinder ("42") and Tyler Atkins ("Shadow May Lie"). "The Love Effect" became an Official Selection at the Green Bay Film Fest and the Hollywood Short Film Festival.

For more information, visit: www.replaycollective.com, <http://www.youtube.com/user/thereplaycollective> and www.imdb.com/name/nm5416240/?ref=fn_al_nm_1

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