Pratik Parakh

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Nashik, Maharashtra, India | Open to Mumbai, remote and international roles
Creative & Digital Marketing Professional

PROFESSIONAL SUMMARY

Creative and digital marketing professional with 5+ years of reported experience across video editing, motion graphics, animation, VFX and digital content production. Experience spans broadcast, AAA game animation, commercial content, team coordination and Meta Ads execution, including 50+ reported campaigns and 50+ reported contract projects.

Reported in earlier résumé versions: +24% short-form view-through rate and +32% long-form watch time.

CORE SKILLS

Motion Graphics; Video Editing; Creative Production; Visual Design; Visual Storytelling; Creative Strategy; Brand Consistency; 3D Animation; VFX & Compositing; Event Videography; Cinematography; Colour Correction; Colour Grading; Audio Synchronisation; Sound Design; Storyboarding; Multi-Camera Editing.

Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Audition and Lightroom; DaVinci Resolve; Final Cut Pro; Autodesk Maya; Canva (Advanced); Cinema 4D (Basic).

Meta Ads Management; Meta Ads Manager; Campaign Management; Audience Targeting; Campaign Budgeting; Lead Generation; WhatsApp Marketing; WhatsApp Business; Google Analytics; A/B Testing; Social Media Management; Team Coordination; Remote Collaboration; Client-Facing Delivery.

AI-assisted workflows: Gemini, Runway, Higgsfield, ElevenLabs, ChatGPT, Adobe Firefly and Midjourney.

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist | Digital Marketing & Creative Production (Contract)

Navkar Solar Mall
Nashik, Maharashtra, India
Jun 2026 – Present

- Planned and managed six owner-reported Meta Ads campaigns in Meta Ads Manager across awareness, traffic and lead-generation objectives.
- Developed solar campaign creatives and motion-led social media content; adapted placements, audience targeting and campaign budgeting for Nashik-area audiences.
- Organised WhatsApp Marketing broadcasts and lead-enquiry workflows using WhatsApp Business / AIraahi; cleaned contact data and coordinated lead sources.
- Produced event videography, promotional reels and AI-assisted visual development; campaigns reported 1,170+ leads, 34,000+ link clicks and 15,000+ views per reel.

Content Creator Specialist / Performance Creative Strategist

Broadnection
Bengaluru, Karnataka, India
Dec 2024 – Apr 2026

- Produced a reported 350+ static, motion and video assets for one flagship brand, maintaining visual consistency across recurring formats and delivery cycles.
- Coordinated a distributed team of about three to six designers and editors, with remote collaboration, production reviews and delivery workflows.
- Reviewed content performance reports and Google Analytics; used A/B Testing and creative variations to inform content production and refinement.
- Developed research-led creative directions through competitor analysis, Meta Ad Library references, audience feedback, trend research and visual-reference analysis.

Video Editor, Motion Designer & Creative Producer

Contract-Based Creative Projects

Apr 2023 – Dec 2024

- Delivered 50+ reported contract projects across commercial video, motion graphics and post-production, including freelance creative projects for Station91 and Hashtag Blacks.
- Produced promotional films, documentary sequences, YouTube edits, thumbnails, logo animation and 2D/3D motion graphics for multiple delivery formats.
- Combined on-location cinematography and Multi-Camera Editing with Colour Grading, Colour Correction, Audio Synchronisation and Sound Design for finished content.
- Coordinated shoot planning, scripting, Storyboarding and visual references through client-facing delivery, subtitles and delivery formatting.

Junior Animator

Codemasters (EA Sports)

United Kingdom (Remote)

Jul 2022 – Mar 2023

- Contributed to character-animation production for the AAA racing title F1 23 within an international game-development pipeline.
- Produced Keyframe Animation and Motion-Capture Cleanup using Autodesk Maya within structured studio workflows.
- Refined skeletal movement, facial and lip-sync animation to support character-animation production.
- Worked within animation-consistency and technical-review processes as part of an international animation pipeline.

VFX Editor

The Film Clique

Mumbai, Maharashtra, India

Jan 2021 – Jul 2022

- Produced VFX and post-production for documentary and broadcast content, integrating Rotoscoping, Compositing and Motion Graphics.
- Applied Colour Correction and Audio Synchronisation to support visual consistency and synchronised documentary and broadcast delivery.
- Integrated subtitles and completed quality control for broadcast-ready masters.
- Delivered post-production finishing within broadcast requirements, combining compositing, motion graphics, colour and audio treatment.

SELECTED PROJECTS

RIFE: animated short film, director/animator credit and festival submission. Shakti: Unreal Engine short film. Independent short films: HELLO (2019), Ghundi (2022), Goal (2023). Creature studies: beaver, dog, otter, raccoon and turtle.

Fragrance: five-image carousel and promotional reel; education and corporate communication: motion graphics, poster and testimonial edit; wedding invitations, static visuals, logo and stationery design; podcast editing, explainers, promotional reels and unnamed portrait collections.

RECOGNITION

Finalist, Animated Short Film, 24FPS International Film Festival, 2021; Finalist, 24FPS International Film Festival, 2019.

EDUCATION

Bachelor's Degree in Film, Television & New Media Production | Deviprasad Goenka Management College of Media Studies (DGMC), Mumbai | 2021

Advanced Programme in VFX and 3D Animation (ADVFX) | Maya Academy of Advanced Cinematics (MAAC) | 2018–2020