# PRATIK PARAKH

**Creative & Digital Marketing Professional | Performance Marketing & Creative Strategy**

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Open to Mumbai, Remote and International roles

## Summary

Creative and digital marketing professional with 5+ years across video editing, motion graphics, 3D animation, VFX and digital content production. Currently manages B2B/B2C lead generation, audience targeting, campaign budgeting, creative testing and WhatsApp broadcast funnels for a solar supply business. Launched 6 Meta Ads campaigns generating 1,170+ campaign leads and 34,000+ awareness-campaign link clicks. Earlier produced 350+ creatives for one brand and used Google Analytics, A/B testing and daily reviews to refine video performance. Combines post-production craft with performance marketing execution and AI-assisted creative workflows.

## Core Skills

**Performance Marketing & Paid Media:** Performance Marketing; Meta Ads Management; Meta Ads Campaign Setup; Campaign Objectives; Campaign Budget Allocation; Lead Generation; Lead Generation Funnels; Audience Targeting; Audience Segmentation; Traffic Campaigns; Brand Awareness Campaigns; Campaign Performance Evaluation; Paid Social

**Creative Strategy & Optimization:** Creative Strategy; Performance Creative; Creative Iteration; A/B Testing; Hook & Retention Optimization; Regional Creative Hooks; VTR; Watch-Time Optimization; Google Analytics

**Lead Operations, Social & Brand:** WhatsApp Marketing; WhatsApp Broadcast Funnels; Lead Follow-Up Workflows; B2B/B2C Marketing; Social Media Management; Brand Communication; Brand Consistency; Digital Content Production; Creative Team Leadership

**Creative & Post-Production:** Video Editing; Motion Graphics; 3D Animation; VFX & Compositing; Colour Correction; Audio Synchronisation; Cinematography; Event Videography; Visual Storytelling; Content Creation

**AI-Assisted Workflows:** Image, Video & Voice (Gemini, Runway, Higgsfield, ElevenLabs)

**Software:** Adobe Premiere Pro; Adobe After Effects; Adobe Photoshop; Adobe Illustrator; Adobe Audition; Adobe Lightroom; DaVinci Resolve; Final Cut Pro; Autodesk Maya

## Experience

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

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

- Own digital marketing strategy, Meta Ads management, creative strategy, social media production, brand management and external creative coordination for a solar supply business.
- Serve B2B customers (vendors, wholesalers, EPC companies, retailers) and B2C residential and commercial solar customers.
- Plan, launch and manage 6 Meta Ads campaigns across brand awareness, traffic and lead generation, setting objectives, budgets, audience segmentation and regional creative hooks.
- Report 1,170+ campaign leads and 34,000+ link clicks on an awareness campaign.
- Run WhatsApp broadcast campaigns and lead follow-up workflows; consolidated 236 raw lead submissions into structured contact records with phone-number validation.
- Review campaign and content performance, and iterate creative, hooks and formats based on results.
- Direct concepts, on-site event videography, editing and publishing for company social channels, including a human-interest reel.
- Maintain brand consistency across the company's digital presence.

### Content Creator Specialist / Performance Creative Strategist

Broadnection | Bengaluru, Karnataka | Dec 2024 – Apr 2026

- Produced and published high-volume video edits, motion graphics and social content for consumer, wellness, NGO, public-sector, food and lifestyle brands.
- Delivered 350+ static, motion and video assets for one flagship brand while maintaining visual identity and multi-format brand guidelines.
- Analyzed ad performance reports to guide creative direction, and tracked content KPIs and metrics through daily reviews. Paid ad buying was not part of this role.
- Worked with performance and marketing teams on A/B testing, alternative opening hooks, creative variations and retention-focused pacing to improve view-through rate (VTR) and watch time.
- Used Google Analytics in daily reviews to inform creative strategy and iteration.
- Led a distributed creative team of approximately 3–6 designers and editors, coordinating production and revisions.

### Video Editor, Motion Designer & Creative Producer

Contract-Based Creative Projects | Apr 2023 – Dec 2024

- Completed 50+ end-to-end video, motion design and digital content projects for commercial brands, creators and digital channels.
- Produced branded promotional films, documentary sequences, social assets, custom 2D/3D motion graphics, long-form YouTube edits and high-CTR thumbnails.
- Managed on-location cinematography, photoshoot direction, multi-camera editing, colour grading, sound design and full post-production delivery under tight turnaround schedules.
- Delivered freelance creative work across digital content formats.

### Junior Animator

Codemasters (EA Sports) | UK (Remote) | Jul 2022 – Mar 2023

- Contributed to animation production on the AAA racing title F1 23, covering keyframe animation, motion-capture cleanup and skeletal movement refinement in Autodesk Maya.
- Collaborated within an international studio pipeline to ensure character and environment animations met strict technical frame-rate and visual realism benchmarks.

### VFX Editor

The Film Clique | Mumbai, Maharashtra | Jan 2021 – Jul 2022

- Executed VFX editing, rotoscoping, compositing and motion graphics for documentary films and broadcast television productions.
- Managed colour correction, multi-track audio synchronisation, subtitling and quality control for broadcast-ready master deliverables.

## 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

## Awards & Honours

- Finalist, Animated Short Film | 24FPS International Film Festival | 2021
- Finalist | 24FPS International Film Festival | 2019