

HARI PRASATH

CREATIVE PRODUCER · AI VIDEO SPECIALIST · MOTION GRAPHICS · CONTENT STRATEGIST · BRAND STORYTELLING

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Bangalore, India

LINKEDIN

INSTAGRAM

6M+

CUMULATIVE
VIEWS
REELS ·
SHORTS ·
FACEBOOK

150+

VIDEOS
DELIVERED
100% ON-
TIME

~40%

TURN AROUND
REDUCTION VIA
AI WORKFLOWS

3yr+

PRODUCTION
EXPERIENCE

PROFILE

Creative Producer and AI Video Specialist with 3+ years delivering performance-driven content for sports, lifestyle, and D2C brands. Generated **6M+ cumulative views** across 150+ videos — from concept and scripting through to final delivery. Expert in AI-assisted workflows (Veo 3, Higgsfield, Kling AI), motion graphics, and social-first storytelling. Open to full-time roles and high-value freelance in Bangalore and remote.

EXPERIENCE

CREATIVE PRODUCER & AI VIDEO SPECIALIST

2022 - Present

Freelance / Independent · Bangalore & Remote

- Produced and edited **150+ short-form videos** optimised for retention, CTR, and platform performance across Instagram Reels, YouTube Shorts, and Facebook.
- Owned **end-to-end production pipeline** — brief, scripting, shooting, post-production — delivering within **24-72 hr turnaround** for brand and social clients.
- Integrated **Veo 3, Higgsfield, and Kling AI** into workflows, cutting post-production time by ~40% and enabling AI-assisted visual storytelling for ad creatives.
- Developed **performance ad creatives for paid social** — scripting hooks, structuring retention edits, A/B testing formats based on CTR and engagement data.
- Designed motion graphics in **After Effects** — title cards, kinetic text, and branded visual sequences for sports and lifestyle clients.

CREATIVE PRODUCER & MARKETING MANAGER

Feb 2025 - Dec 2025

Xthlete India · Remote

- Led **creative production and content strategy** for a sports-tech brand — ideation, scripting, and delivery across Instagram, YouTube, and LinkedIn.
- Directed live sports event production — delivering **same-day social-ready cuts** to 10K+ follower audiences across 3 platforms.
- Improved engagement through **A/B testing of hooks, formats, and video lengths** — iterating weekly based on Meta Insights and YouTube Analytics.
- Managed full content calendar — maintaining consistent weekly publishing cadence across video, design, and copy.

HEAD OF MARKETING & CONTENT PRODUCTION

2022 - 2025

The Sports Forum — Jain University, Bangalore

- Led content production and marketing — managing a **creative team of 6** across video, design, and social media.
- Produced event coverage videos for **10+ tournaments annually** — building consistent brand identity across all digital touchpoints.
- Grew Sports Forum's social reach through structured short-form content, increasing event participation year-over-year.

VIDEO EDITOR & CONTENT CREATOR

2021 - 2022

Freelance

- Edited **50+ videos** across social formats and branded content — developing pacing, hooks, and motion graphics as core production signatures.
- Built foundational workflows in Premiere Pro, After Effects, and DaVinci Resolve.

SKILLS

PRODUCTION & FILMMAKING

End-to-end video production · Storyboarding · Scriptwriting · Event coverage · Live production · Sports content production

POST-PRODUCTION & EDITING

Adobe Premiere Pro · After Effects · DaVinci Resolve · High-retention editing · Pacing & storytelling · Motion graphics

AI VIDEO WORKFLOWS

Veo 3 · Higgsfield · Kling AI · AI-assisted video pipelines · Fast-turnaround production systems

CONTENT & PERFORMANCE

Instagram Reels · YouTube Shorts · Hook optimisation · Retention editing · Performance ad creatives · CTR-focused content

MARKETING (Support)

Paid social campaigns · Meta Ads Manager · Meta Insights

EDUCATION & LANGUAGES

B.SC ANIMATION

Jain University, Bangalore · 2022 - 2025

Specialisation: Video Production & Animation

Motion graphics · Digital storytelling · Post-production workflows

LANGUAGES

English — Fluent

Tamil — Native