

KARAN RAJANI

SOCIALS. AI. STORYTELLING.



CREATIVE STRATEGIST & CONTENT CREATOR



KARAN RAJANI

INTRODUCE ↘

Creative strategist and content creator built on a foundation of writing and storytelling, scaled into short-form video, brand campaigns, platform strategy, and AI-driven production. 16M+ campaign impressions, 1M+ views on personal brand, and an AI short film built from script to edit.



MY CORE



WRITING & STORYTELLING

Scripting, story structure, brief-to-concept development, pre-production planning, objective-driven campaign strategy.

SKILLS



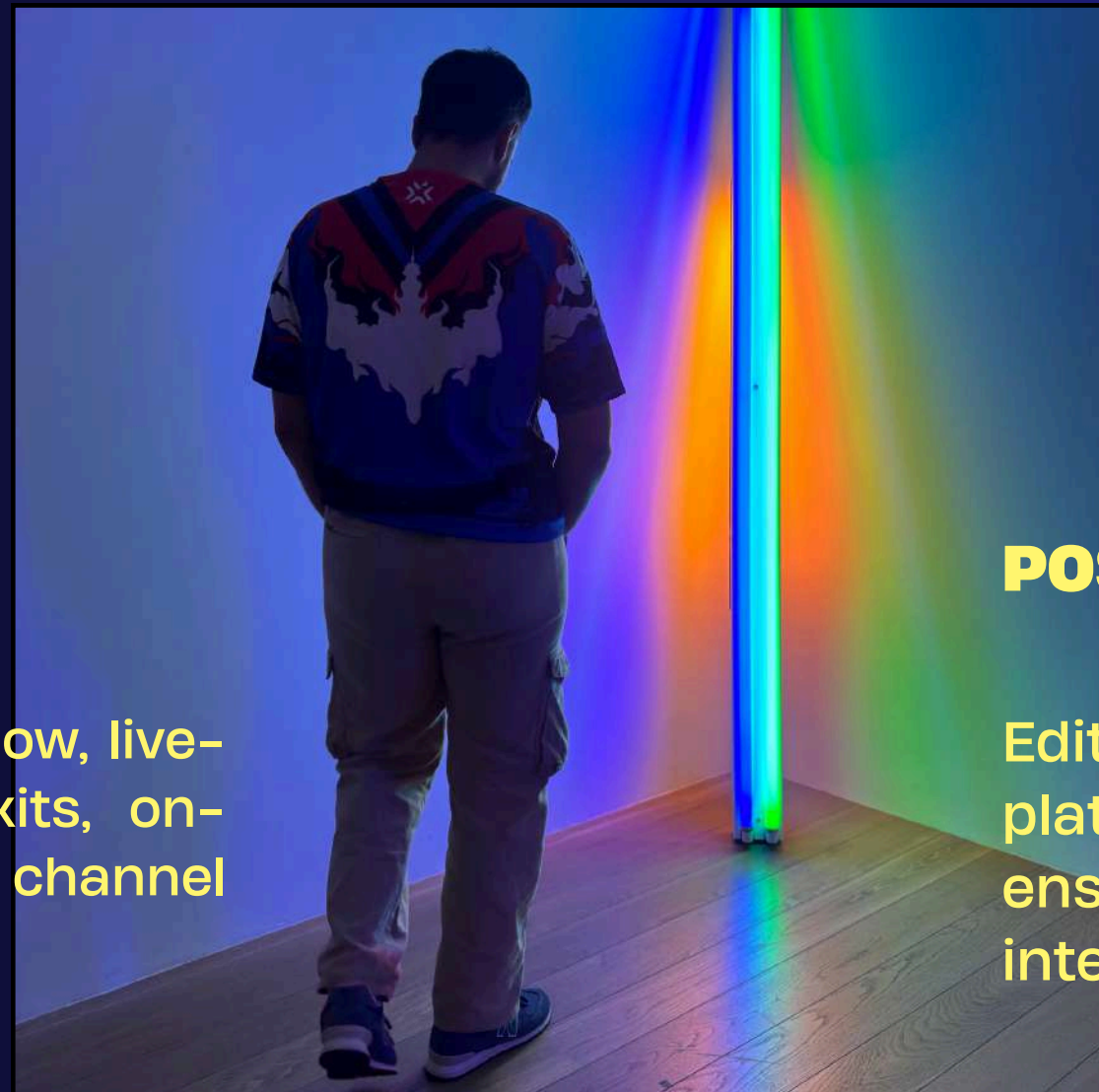
SHORT-FORM & PLATFORM STRATEGY

Campaign ideation, trend and cultural-moment mining, recurring format development, content calendar ownership, multi-platform distribution (Instagram, YouTube, X), performance-based iteration.

MY CORE

ON-CAMERA PRESENCE

Hosting, acting for a Youtube show, live-event coverage, short form skits, on-camera interviews, personal channel performance.



SKILLS

AI

RLHF training on ChatGPT Image 2.0,, wrote and directed an AI-generated short film from script to edit.



POST-PRODUCTION

Edit supervision, design coordination, platform-specific optimization, ensuring final output meets creative intent.

PERSONAL BRAND

2M+ VIEWS IN LAST 60 DAYS

Youtube



7.3K 59 200 12K 2.9K

Overview Engagement Audience

Summary ⓘ
Trial reel

Views	Accounts reached
237,179	176,899
Average watch time	Follows
9s	44

31K 384 714 33K 8.5K

Overview Engagement Audience

Summary ⓘ
Trial reel

Views	Accounts reached
624,879	481,449
Average watch time	Follows
13s	130

45K 522 985 56K 21K

Overview Engagement Audience

Summary ⓘ
Trial reel

Views	Accounts reached
1,225,855	837,840
Average watch time	Follows
16s	333

Click the image to watch!

WORK EX

CONTENT WRITER

**GLOBAL ESPORTS PVT LTD – MUMBAI | NOV
2022 – PRESENT**



Initially joined as a Content Writer and grew into full campaign and production ownership across brand partnerships, event storytelling, and high-volume multi-format content. I handle ideas from planning and scripting to shoot execution, edit supervision, publishing, and delivery.



SELECTED CAMPAIGNS



AMAZON PAY * VALORANT GIFT CARDS CAMPAIGN

Built and executed a 1-month digital content campaign to introduce VALORANT gift cards to Gen Z gamers in India, delivering 16.3M+ global impressions and 10.5M+ targeted Indian impressions against 7.5M target.



Led a remote team across editing, design, social media, and internal brand coordination to launch and scale the campaign.

Reworked the creative direction after early content underperformed due to heavy branding restrictions, helping drive ~350% product sales growth and a launch-day product sellout.



Watch
Campaign
Work

MIRAJ CINEMAS * VALORANT WATCH PARTY CAMPAIGN

Planned and executed a full watch party content campaign to position Miraj Cinemas as a Gen Z-friendly brand, generating 2.64M+ campaign views and driving 750+ event attendees.



Created pre-event promotional content and captured live on-ground event coverage, producing high-performing reels reaching 922K, 598K, and 328K views.



Watch
Campaign
Work

Rewrote campaign scripting minutes before shoot due to venue changes, helping registrations exceed capacity and expanding the campaign into additional city screenings.





BGIS AND BGMS 2024 TOURNAMENT CAMPAIGN

Crafted a 4-month content campaign around India's largest BGMI esports tournament, delivering 22.8M+ campaign views and growing the YouTube channel by 21K subscribers.

Designed and executed multi-format content including documentaries, vlogs, challenge videos, voice comms, and short-form series, producing 54 short-form and 14 long-form videos.



Travelled with the team to capture tournament content and managed full live production during tournament finals after unexpected responsibility changes.

Extended the same content approach into the BGMS national television tournament campaign, generating an additional 19.1M+ views within one month.



Watch
Campaign
Work

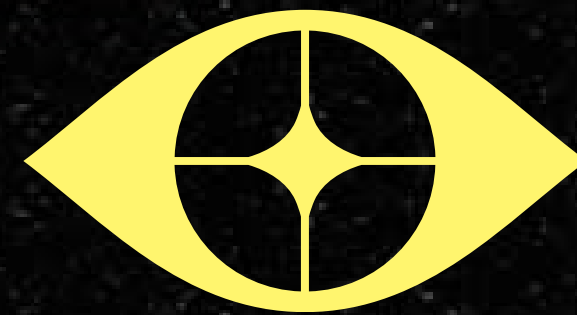
OUTPUT

01

**20-40+ CONTENT PIECES
PER MONTH ACROSS
CAMPAIGNS**

02

**EXTRACT 5+ SHORT-
FORM ASSETS FROM
SINGLE LONG-FORM
SHOOTS**



03

**PRODUCED 8-10 REAL-
TIME CONTENT DURING
LARGE ESPORTS EVENTS
AND TOURNAMENTS,
INCLUDING VERTICAL
VIDEOS, POSTS, AND
STORIES.**

04

**LED TEAMS OF EDITORS,
DESIGNERS, AND SMMS
ACROSS CAMPAIGNS**

05

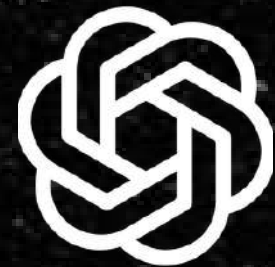
**DELIVERED REELS,
DOCUMENTARIES, VLOGS,
CHALLENGES, AND
PROMOTIONAL CONTENT
SIMULTANEOUSLY.**

& SCALE

AI



WORKFLOWS



**TRAINED CHATGPT'S
IMAGE 2.0 MODEL
THROUGH RLHF**



**WATCH
THE
AI FILM**

**WORKED ON AN AI-FILM
USING NANOBANANA TO
GENERATE STILLS, AND
ANIMATING THEM USING
ENVATO.**



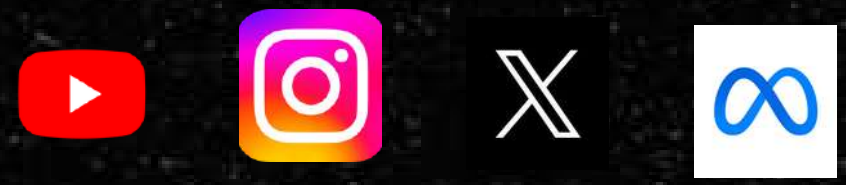
& GEN-AI

TOOLS &

PRODUCTION & EDITING



PLATFORMS & ANALYTICS



WORKFLOW & COLLABORATION



AI TOOLS



CREATIVE & DESIGN



PLATFORMS

EDUCATION

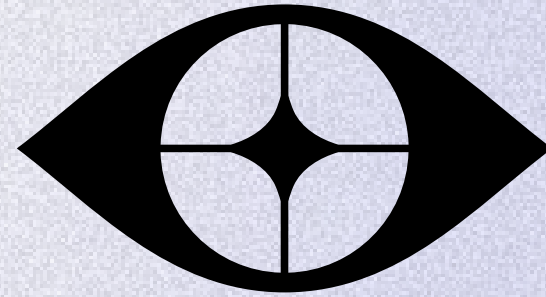


**B.SC. AERONAUTICS
THAKUR SHYAMNARAYAN DEGREE COLLEGE,
MUMBAI | 2027**

**AIRCRAFT MAINTENANCE ENGINEERING
THAKUR INSTITUTE OF AVIATION TECHNOLOGY,
MUMBAI | 2021**

KARAN RAJANI

**LET'S
TOGETHER**



WORK

**GET IN
TOUCH**



[LINKEDIN PROFILE](#)



[INSTAGRAM PROFILE](#)

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