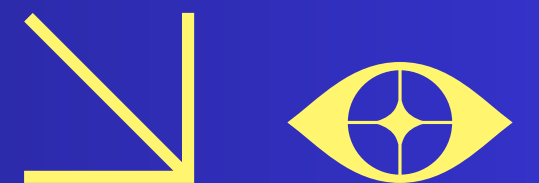


CREATIVE PRODUCER

KARAN RAJANI



# CREATIVE PORTFOLIO



# KARAN RAJANI

## INTRODUCE ↘

Creative Producer leading content from vision to execution across brand campaigns, live events, and platform-specific IPs



# MY CORE



## A TO Z CONTENT DEVELOPMENT

Content and campaign strategy, ideation, scripting, and IP development built around clear objectives and defined target audiences.

# SKILLS



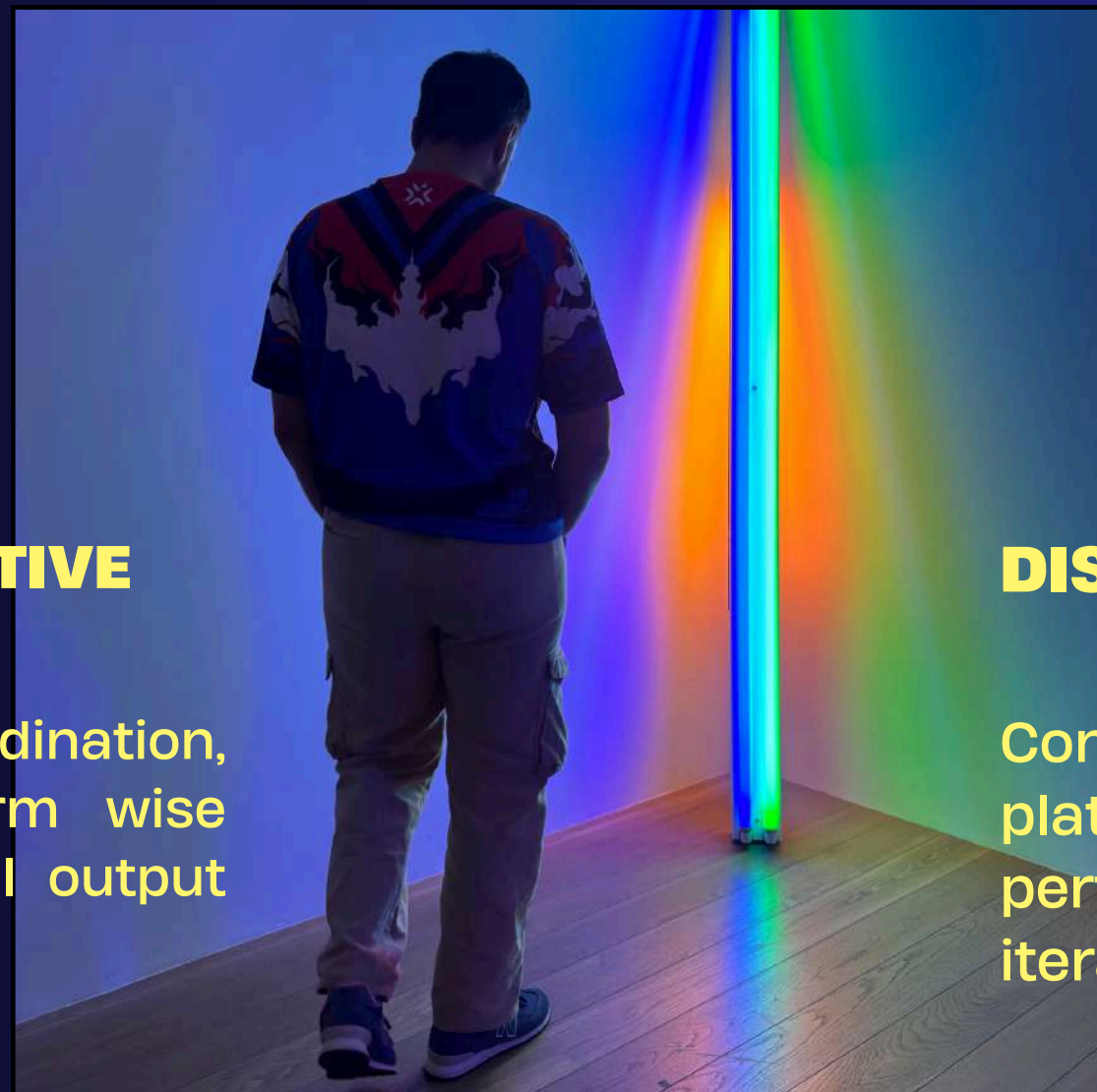
## SHOOT & PRODUCTION

Shoot concept planning, talent direction, on-ground filming, event coverage, multi-format content capture, on-camera hosting, and voiceover performance when required.

# MY CORE

## POST-PRODUCTION & CREATIVE OUTPUT

Edit supervision, design coordination, storytelling refinement, Platform wise optimisation and ensuring final output meets creative intent.



## DISTRIBUTION & PERFORMANCE

Content distribution planning, platform specific packaging, performance analysis, and format iteration based on audience response.

# SKILLS

WORK EX

# CREATIVE PRODUCER / 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

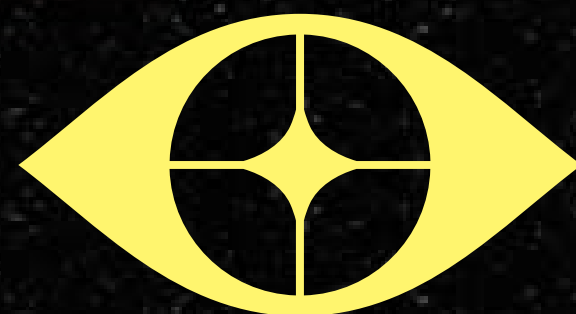
# OUTPUT

**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**

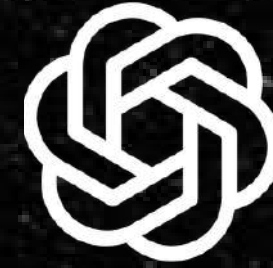
**DELIVERED REELS,  
DOCUMENTARIES, VLOGS,  
CHALLENGES, AND  
PROMOTIONAL CONTENT  
SIMULTANEOUSLY.**

# & SCALE

# AI



# WORKFLOWS



**TRAINED OPENAI IMAGE  
GENERATION, VOICE, AND  
ANALYTICAL RESPONSE  
MODELS USING RLHF,  
PROMPT DESIGN, AND  
RUBRIC WRITING**



**WATCH  
THE  
AI FILM**

**WORKED ON USING IMAGE  
AND VIDEO GENERATION  
MODELS TO QUICKLY  
EXECUTE CREATIVE VIDEO  
NEEDS WITHIN CONTENT  
WORKFLOWS**



# & GEN-AI

# TOOLS &

## PRODUCTION & EDITING



## PLATFORMS & ANALYTICS



## WORKFLOW & COLLABORATION



## AI TOOLS



## CREATIVE & DESIGN



# PLATFORMS

# EDUCATION

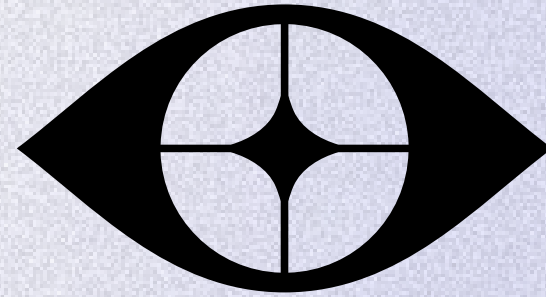


**B.SC. AERONAUTICS  
THAKUR SHYAMNARAYAN DEGREE COLLEGE,  
MUMBAI | 2027**

**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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