PRATIK DAGAONKAR

Post-Production Lead | Senior Video Editor | Motion Graphics & AI Pipeline

Email: pratik.filmwork@gmail.com | Portfolio & Showreel: www.pratikd.com



PROFESSIONAL SUMMARY

Senior Video Editor and Post-Production Lead with 10 years of continuous experience (2016–2026) managing high-volume, multi-lingual post-production pipelines, narrative editing, motion graphics, sound design, and color grading for global brands including **Meta, PlayShifu, Land Rover Jaguar, Mercedes-Benz AMG, MTV × Lakmé Academy, Arena Multimedia, and Elecon Industry**. Combines classic NLE and finishing mastery with AI-augmented research, storyboarding, generative video, and multilingual localization workflows.

CORE COMPETENCIES, PRODUCTION & AI STACK

Leadership & Growth: Creative Direction, In-House Studio Setup, Client Pitching & Business Development, Budgeting & Vendor Management.

Filmmaking & Story: End-to-End Directing, Cinematography, Scriptwriting, Performance Direction (Method Acting trained).

Post & Design Stack: Adobe Premiere Pro, DaVinci Resolve, After Effects, Audition, Photoshop, Illustrator, Ableton Live, Final Draft, Celtx, Streamlabs OBS.

AI Research, Pre-Prod & Post: Claude, ChatGPT & Gemini (research, scripts, shot planning); Midjourney & Adobe Firefly (storyboarding); Google Veo 3.1, Runway Gen-4.5/Aleph 2, Kling 3.0, Higgsfield, Luma Ray2 & Seedance 2.0 (video); ElevenLabs & HeyGen (VO/localization).

PROFESSIONAL EXPERIENCE

Post-Production Lead | Kulfi Collective (Meta AI Campaigns), Mumbai **Apr 2025 – May 2025**

- Led full post-production delivery for **Meta AI** digital campaigns across Instagram and Facebook—coordinating motion graphics, rigging, animation, voiceover, color grading, and multi-round director/client approvals.
- Managed delivery of **40+ final assets localized across 3 languages and 2 formats** under strict agency deadlines.

Independent Post Consultant & BD | Independent Practice **Nov 2022 – Nov 2026**

- Managed independent post-production consulting, commercial rough-to-final cuts, script structuring, and client business development while preparing for Dubai studio relocation.
- Completed a 4-month **Method Acting Intensive at Jeff Goldberg Studio, Mumbai (2026)**, strengthening performance editing, emotional beat selection, and dramatic pacing.

Documentary Editor & Sound Designer | Independent Festival Documentary **Mar 2025 – Aug 2025**

- Executed sound design, narrative editing, and festival packaging for a 10-minute documentary on a Malayali-Canadian rapper currently contesting on the festival circuit.

Senior Video Editor | Post Office Studios, Pepper Content & E Cultify **Apr 2025 – Mar 2026**

- **Post Office Studios:** Cut and packaged a high-stakes sizzle reel for a reality TV format pitched to U.S. television producers.
- **Pepper Content:** Produced and edited localized social reels for **Metropolis Healthcare** targeting Indian and African markets.
- **E Cultify:** Edited high-performing social media campaigns for **VIBGYOR Schools**, averaging 10k views per video on Instagram.

Video Lead / Video Specialist (Full-Time) | PlayShifu, Bangalore **Apr 2021 – Jun 2022**

- **Complete Filmmaking:** Executed start-to-end production of digital advertisement videos for 10+ products across global and national markets; wrote scripts, pre-produced, produced, edited, and completed post-production in-house and with international remote co-production studios.
- **Business Growth:** Partnered with executive leadership to scale brand marketing, delivering 35+ product advertisement campaigns contributing to global customer acquisition of over 1 million users.
- **International Partner Management:** Directed and executed 5 key ad campaigns in collaboration with U.S.-based production studios, managing cross-border timelines, creative alignment, and asset execution.
- **Strategic Optimisation:** Conceptualised, budgeted, and built an in-house production studio from scratch, reducing external production expenses by 50% while expanding content output capabilities.
- **Audience Monetisation:** Owned the organic video content pipeline, driving social media campaigns that grew the audience base to over 20,000 subscribers.

Freelance Cinematographer & Short Film Editor | OneWrk Media, Red Bangle & IFP **Mar 2022 – Oct 2022**

- **Indian Film Project:** Edited a narrative short film in 12 hours, earning selection in the Top 30 at IFP 2022.
- **OneWrk Media & Red Bangle:** Shot 100k+ participant events at Heartfulness Meditation Center (10M+ views) and captured sound/picture for **Swiggy** partner campaigns.

Videographer, Video Editor & Creative Producer | MX Advertising, Mumbai **Apr 2019 – Mar 2021**

- Shot and edited co-branded campaigns for **MTV × Lakmé Academy** (150k+ Instagram views) and delivered full video/motion packages for **Arena Multimedia, Elecon Industry, and Watertec**.

Cinematographer & Video Editor | ZigWheels/CarDekho, Godrej & Pratham NGO **Aug 2019 – May 2021**

- **Godrej India Culture Lab & Pratham NGO:** Edited 20+ mixed-media conference/podcast films (100k+ views) and designed/edited 50+ animated educational videos in Hindi.
- **ZigWheels, Powerdrift & CarDekho:** Shot the **MG Hector** promotional film (1.1M YouTube views) and AutoExpo 2020 coverage.

Videographer & Video Editor | Overdrive Media, Ahmedabad & Kerala **Dec 2018 – Feb 2019**

- Shot and edited two flagship **Land Rover Jaguar Discovery Sport** campaigns (~50k combined views) and produced a client-journey film for **Mercedes-Benz AMG**.

Director, Videographer & Editor | CREDAI Nashik & Commercial Clients **Nov 2017 – Nov 2018**

- Directed and edited a winning municipal city film for **CREDAI Nashik** (50k+ online views) alongside independent commercial client edits.

Video Specialist (Full-Time) | D'Art of Science, Goa **Dec 2016 – Nov 2017**

- Shot and edited 70+ science & experiment videos, growing the YouTube channel to 100k subscribers.

EDUCATION & SPECIALIZED TRAINING

Graduate in Communication Design (Film & Video Specialization) — MIT Institute of Design, Pune 2016

Method Acting Intensive (4 Months) — Jeff Goldberg Studio, Mumbai (Talent Direction & Performance) 2026

Languages: English (Fluent / Professional) • Hindi (Native) • Marathi (Native)

INDUSTRY ENDORSEMENTS & CLIENT TESTIMONIALS

Verified client and executive testimonials available with full video work samples at www.pratikd.com.

> “Pratik edited high-end deliverables in multiple formats & languages, these were used as dark ads in Meta AI's digital campaigns on IG & FB. He efficiently managed post production with quick turn around times & smooth co-ordination with various technicians & stakeholders through multiple rounds of client feedback. Pratik effectively executed the director & creative team's vision of producing top quality videos for their client, the tech giant, Meta.”
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> ***Ankur Chakravarty***
> *Senior Creative Producer, Kulfi Collective, Mumbai*

> “Having worked with Pratik on a couple of projects, I can state that he is an enthusiastic and talented cinematographer, with good potential. Wishing him all the best in his future ventures.”
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> ***Bob Rupani***
> *Consulting Editor, Overdrive & Bestselling Author (Former Executive Editor of BBC Top Gear, Auto India, Car & Bike International, and Auto Motor & Sport)*

> “He is like a Swiss army knife of creators who did scripting, shooting, editing for our major accounts like Lakme Academy, MTV, Elecon, Arena Multimedia, etc. He consistently delivered high impact digital content that elevated the brief. He possesses a unique ability to bridge the gap between complex brand strategy and polished, final deliverables with zero hand holding. If you need a versatile professional who can own the entire creative pipeline, Pratik is the one to call. In the high pressure world of ad filmmaking, it's rare to find a creator who is genuinely erudite and capable of end to end work like Pratik.”
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> ***Ajit Nair***
> *Managing Director, MX Advertising Pvt. Ltd., Mumbai*