

PRABAKARAN

Creative Director — Visual Storyteller — Digital Marketer

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Professional Summary

Creative Director and Certified Digital Marketer with a background in visual storytelling, film promotions, and digital marketing. Experienced in creative campaigns, landing page development, keyword research, competitor analysis, SEO, Google Ads, Meta Ads, GA4, GTM, and WordPress.

Professional Experience

Creative Director

May 2025–Present

On the House

- Led creative direction for promotional videos, films, and branded content.
- Developed scripts, campaign concepts, and visual storytelling.
- Collaborated with production teams from concept to delivery.
- Managed creative execution across digital and film marketing projects.

Localization Coordinator

Feb 2024–May 2025

Icons Technologies

- Coordinated multilingual localization projects.
- Worked with cross-functional teams to ensure quality and timely delivery.
- Maintained consistency across localized content.

Internship

Digital Marketing Intern

Jan 2026–May 2026

Capsley

- Built landing pages for Nxt Skills using WordPress and Elementor.
- Conducted keyword research and competitor analysis.
- Assisted with on-page SEO and website optimization.
- Supported digital marketing campaigns and content planning.

Education

Bachelor of Science in Visual Communication

PSG College of Arts and Science

2017–2020

Certification

Digital Marketing Elite – Upskill Rocket

Works

- Paranthu Po
- Housemates
- Coffee Shastra
- Kiss
- Kushi Re-Release
- Dude
- SK Official

Skills

Creative

- Creative Direction
- Visual Storytelling

- Screenwriting
- Story Development
- Content Strategy
- Campaign Planning

Digital Marketing

- Google Ads
- Meta Ads
- SEO
- Keyword Research
- Competitor Analysis
- Social Media Marketing
- Content Marketing

Analytics & Tracking

- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Event Tracking
- Conversion Tracking
- UTM Tracking

Tools

- WordPress
- Elementor
- Canva
- Adobe Premiere Pro
- Adobe Photoshop
- HTML
- Semrush
- Ubersuggest

Achievements

- Directed 3+ Short Films
- Contributed to 1 Feature Film
- Certified Digital Marketer
- Creative Director for Film Promotions and Branded Content

Languages

English
Tamil