

Ritesh Parihar

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Work Portfolio – <https://www.riteshparihar.com/>

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PERSONAL STATEMENT

Highly skilled Graphics Designer & Video Editor with 4+ years (15,000+ hours) of experience crafting engaging video and graphic content. Master of editing software and video transcoding. Passionate about creating high-impact content for social media. Thrive in dynamic environments that value creativity and innovation. Expertise in crafting compelling visual narratives. Managed video content for startups and influencers, constantly exploring new editing styles to captivate audiences. Committed to collaborating with forward-thinking professionals to push the boundaries of video content creation, leveraging my film and media production background.

EDUCATION

Bachelor's in Mass Media (BMM)

University of Mumbai, India

July 2018 – June 2021

- **Key Modules:** Mass Communication, Advertisement, Studio Production, Photography, Digital Marketing, Psychology
- **Grade Achieved:** Grade 'A'

WORK EXPERIENCE

REVITY, Remote, United States: Media Designer & Video Editor

February 2024 – Present

REVITY is a distinguished digital marketing agency based in Utah, United States, boasting over 120 years of collective expertise in marketing, animation, and related services.

- Developed visually compelling digital designs for social media (Instagram, YouTube, Meta, Twitter, TikTok), boosting viewer engagement by an average of 15%.
- Collaborated with 25+ global clients to understand branding objectives and deliver impactful video edits. Incorporated dynamic motion graphics to elevate campaigns, resulting in significant client satisfaction improvement.
- Championed the integration of AI technologies to enhance video content engagement and performance metrics. Achieved noticeable improvements in key metrics.

HEAD DIGITAL WORKS, Bengaluru, India: Graphic Designer & Video Editor

March 2023 - January 2024

Head Digital Works, India's leading online gaming company, has grown from a garage startup in 2006 to a profitable venture with 60+ million users and renowned brands like A23 Rummy, A23 Poker, A23 Games, and Cricket.com.

- Spearheaded engaging content for the cricket.com, resulting in 20% increase in viewer engagement.
- Curated engaging digital content for high-profile cricket events like World Cup 2024, IPL 2023, and international series (Asia Cup, West Indies vs India, Ireland vs India, Australia vs India), driving subscriber growth from 15.5k to 55k.
- Thrived in fast-paced production environment, consistently exceeded expectations with high-quality video and graphic content. achieved a remarkable average of 110 edits per week, even under tight deadlines.

Jupiter is one of the promising digital banking startups that is modelled on the neo banking concept. Jupiter promises a wide range of banking and account-related services, real-time spend breakdowns and insights.

- Led post-production using Adobe Creative Suite, enhancing media with varied angles, dynamic titles, graphics, audio, and effects. Boosted Jupiter's IG followers from 11k to 32k and improved viewer retention.
- Directed design and video integration for the 'Finforall' community channel, collaborating with creators to align with Jupiter's brand, resulting in 500k average viewership for short format videos.
- Partnered with human resources, engagement, and marketing teams to promote Jupiter's brand values and work culture on LinkedIn, creating engaging video and graphic content that grew followers from 8k to 66k and expanded audience reach.

PROFESSIONAL FREELANCE PROJECTS

- **LLIO** - Remote, UK, Role: Freelance Video Editor, Duration: 5 Months
Edited commercial videos for LLIO's social media, boosting engagement & lead generation (UK). Leveraged colour grading & editing expertise to showcase brand identity & achieve visual impact, contributing to increased brand recognition.
- **Radhika Bangia** - Remote, India, Role: Fashion & Beauty Video Editor, Duration: 9 months
Leveraged contemporary editing styles and captivating visuals to curate engaging content for Instagram Reels, boosting average views to 1.5-2 million. Further elevated audience engagement for Radhika Bangia's South Korea vlog series by incorporating Korean aesthetics, typography, colours, music, and seamless transitions. Additionally, streamlined the editing workflow for brand collaborations, leading to improved client satisfaction and solidifying Radhika Bangia's brand presence in the industry.
- **Growth School**, Remote, India, Role: Video Editor, Duration: 3 months
Freelanced as video editor for an EdTech startup, strategizing digital marketing & user engagement. Delivered 5 weekly short-format edits & collaborated with Co-founder on a trendsetting social media strategy. Proactively analysed trends and implemented innovative editing approaches, resulting in amplified brand recognition, increased audience engagement, and positioned 'Growth School' as an emerging player in the industry.

ACHIEVEMENTS AND CERTIFICATIONS

- Finalist in Nas Academy's Global Video Editor Hackathon 2022, ranking among the top 45 participants.
- Recognised as a finalist in the 'JellySmack' Global Freelancer Community.
- Accomplished the Mobile Filmmaking Program at Whistling Woods International, Mumbai, specialising in both iPhone and Android platforms.

SKILLS, INTERESTS AND CAPABILITIES

- **Languages:** Fluent in English and Hindi languages
- **Software Skills:** Adobe creative suite - Premiere pro, After Effects, Photoshop, Illustrator, Figma, Canva Pro, Blender 3D, Open AI (DALL-E), Stable Diffusion, Midjourney, D-ID, Frame.io
- **Professional Skills:** Video Post-Production, Video Editing, Motion Graphics, 2D & 3D Animation, Graphic Designing, Creative Content Creation, Content Strategy, Design Thinking, Generative AI tools, Digital Marketing, Digital Project Management, Client Engagement and Leadership.