



# KARTHICKRAJ SAMPATHKUMAR

Digital Content Creator | Social media Manager  
Creative Director | Graphic Designer | Video Editor  
Short Video Presenter

+91 9788524796

karthickrajblack@gmail.com

13/11, Lakeview Apartment, TNHB, Sholinganallur, Chennai

## EDUCATION

### SIT - Trichy

Diploma in Pulp & Paper Technology

2010 - 2013

## EXPERTISE

- Digital Content Creation
- Social Media Management
- Creative Direction
- Visual Design
- Graphic Design
- Branding Content Strategy
- Adobe Creative Suite
- Photography
- Videography
- Drone Handling
- Video Editing
- Project Management
- Team Leadership

## CERTIFICATIONS

- Canva Teacher
- Whatsapp Marketing Automation

## WORK EXPERIENCE

### Creative Digital Content Producer & Social Media Manager

Cdp360.org - Chennai

Dec 2023 - Present

- Lead visual content creation: videos, graphics, social media, and blogs
- Strategize content to align with brand voice & marketing goals
- Drive content performance through analytics and audience insight

### Design Head & Social Media Incharge

RVM Digital - Chennai

June 2021 - Dec 2023

- Built brand engagement through trend-based content strategies
- Created multimedia stories to enhance social visibility
- Managed campaigns, optimized engagement, and led a creative team
- Directed visual identity and creative campaigns across platforms
- Managed design team, content planning & strategic branding

### Asst/Associate Director

Tamil Film Industry & Ad Films

2013-2021

## PORTFOLIO

Gdrive:

<https://drive.google.com/drive/folders/1d3Kk26fMCHCeQEhTEZG8BXmxFr5haAd?usp=sharing>

Recent Video Projects,

<https://www.behance.net/gallery/180335753/Video-Projects>

Design & Social Media Management Projects

<https://www.behance.net/gallery/141305521/Graphic-Design-Social-Media-Management-Portfolio>