

Rikazur Rehman M

Seeking roles in Creative Direction, Video Production and Social Media Marketing.

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SUMMARY

Creative professional with expertise in CGI/3D production and Video Content Production with practical experience in Social Media Marketing and B2B/B2C lead generation. Combines technical skills and strategic thinking that delivers compelling digital content.

RELEVANT PROFESSIONAL EXPERIENCE

Naturals India Salon and Spa Privated Limited

Dec 2024 — Present

Cgi Artist , Chennai, India

- Transitioned into CGI marketing, self-taught in 3D and visual content concepts.
- Created high-impact CGI video campaigns for product/franchise launches and promotional events, managing entire production pipeline from concept development to final delivery for multiple portfolio brands.
- Applied advanced motion graphics, sound design, and post-production techniques to elevate excellent quality and engagement metrics.
- Optimized production workflows for speed and quality without compromising creative standards.

Social Media Marketing Executive

Jan 2024 — Nov 2024

- Planned and executed Instagram content strategies, including reels, stories, and content calendars, while setting up automated DM flows to streamline customer interactions.
- Led digital onboarding initiatives for multiple franchise locations, establishing brand-consistent social media presence with localized content strategies
- Executed WhatsApp Campaigns with systematic and automated flow follow-up
- Orchestrated Influencer Marketing, identifying market-appropriate content creators and production of collaborative promotions.
- Ran Meta Ads campaigns for both B2B franchise acquisition and B2C service bookings
- Served as liaison between brand and external marketing agencies

Tuckin Surplus

Oct 2023 — Dec 2023

Freelance Social Media Management, Chennai, India

- Managed social media marketing and content for a clothing brand.
- Generated organic leads and successfully closed over 100 orders.
- Communicated directly with leads to finalize sales.
- Collaborated with the logistics team to ensure timely order fulfillment.
- Maintained smooth post-sale customer interactions for satisfaction.

EDUCATION

BSA Crescent Institute of Science and Technology, Vandalur, Chennai, India - *BCA, Data Science*
- GPA: 7.14

Oct 2020 — Jun 2023

CERTIFICATIONS

[Content Marketing Certification - Coursera](#), Credential ID YCPQRQUEA3TE

Aug 2023

[Social Media Marketing Certification](#), Credential ID 4a5b7c94-0864-4fa5-9855-e07a1095685d

Sep 2023

TOOLS & TECH KNOWN

3D/VFX/Video Editing Workflow	: Adobe After Effects, Adobe Premiere Pro, Adobe Media Encoder, Adobe Photoshop, Blender 3D, DaVinci Resolve, ElevenLabs, FSPY
Social Media Kit	: Pinterest, Capcut, Adobe Lightroom, Manychat, Canva, Freepik, Envato Elements
Productivity & Project Management	: Google Suite, Microsoft Office, Trello, Notion
Campaigns/Automation	: Wati, Meta Ads, Google sheets, Collect Chat, Manychat
Languages	: English, Tamil, Hindi – Conversational (Understand spoken Hindi, respond in English), Arabic (Proficient in Reading and Writing Only)