

Nihar Pillai

Marketing Executive – Social Media and content

Mumbai, 9082775046 || niharpillai11@gmail.com || [Linkedin Profile](#) || Website - <https://www.niharpillai.com/>

Profile Summary

A dynamic, media and advertising professional with cross-cultural experience in India and Canada, driven by a strong passion for marketing. I had the opportunity to intern with Tata Capital, the flagship financial services arm of the Tata Group, I spent 4 months with the corporate marketing team, where I was assigned to lead initiatives to strengthen digital visibility and brand engagement.

With over 4 years of combined freelance and corporate exposure, I am now seeking a role where I can leverage my creative strengths, technical expertise, and strategic mindset to deliver impactful marketing solutions

Core Competencies

Audio Video Expertise	Social Media Management	Market & Competitive Research
Campaign Analytics	Collaboration & communication	Copywriting

Work Experience

Tata Capital (Mumbai) – Marketing Intern (January’ 25 – April’ 25)

- Collaborated with the Brand Marketing and SEO teams to enhance digital visibility and brand positioning across multiple platforms.
- Managed social media calendars and collaborated with brand and SEO teams to enhance digital visibility.
- Led the end-to-end execution of a video campaign for the Tata Capital website, integrating SEO strategies to boost discoverability and engagement; coordinated with external agencies to ensure timely delivery and brand consistency.
- Managed graphic assets and curated website imagery for the Tata Capital Moneyfy platform, ensuring visual alignment with brand guidelines and user experience goals.

Kiss Media International (Toronto) - Post-production Supervisor (Sept’23 – Sept’24)

- Kiss Media International is a full-service production company working across advertising, branded content based in Kitchner Waterloo CA
- Led post-production process for various commercials and advertisements, ensuring timely and high-quality deliverables.
- Served as Audio Post Supervisor for the feature film Mahima, overseeing all sound-related aspects from recording to final mix.
- Collaborated with directors, producers, and creative teams to align technical production with creative vision.
- Managed video editing, production management, and cinematography for key projects, including TIFF (NFDC) and BMO IFFSA Toronto.

- Line Producer and Sound Designer for the film Love, Loss, Life, coordinating sound design and production logistics.

Brand Promotions (Mumbai) – Creative Lead – Video Editing (Sep '22 - Jul '23)

- Achieved significant growth in skills, progressing from Conceptualization and Storyboarding to Video Editing and Digital Filmmaking
- Provided the agency with a competitive edge across various brands through a combination of creativity and technical proficiency.
- Consulted on various video projects for clients, providing expert guidance on production, post-production, and creative strategies to ensure high-quality results

Video Editing Intern at Pillai College of Commerce, Arts and Science (Aug '21 - Jan '22)

- Edited social media videos, created promotional content and commercials for the Educational Institution.
- Collaborated with various departments within the institution, ensuring seamless coordination and alignment across projects.

Certificates

Google Digital Marketing & E-commerce professional certificate (6 months)

Tools

Adobe Premiere Pro	Microsoft Word	Adobe After Effects	Wix Website builder
AVID Media Composer	Microsoft Excel	Canva	Adobe Illustrator
DaVinci Resolve	Microsoft PowerPoint	Meta Business Suite	Adobe Media Encoder
Avid Pro Tools	Google Analytics	Adobe Photoshop	Gen AI

Academic Credentials

2023- 2024

Postproduction Graduate Certificate

Humber College Institute of Technology and Advanced Learning (Toronto, Canada) (Grade A+)

2019- 2022

Bachelor of Arts in Multimedia and Mass Communication, Pillai College of Arts, Commerce, Science (Navi Mumbai, India)

Distinction (Grade A+)