

Pritam Malakar

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[LinkedIn](#) | [Website](#) | [Portfolio](#)

WORK EXPERIENCE

Ditto Insurance + Finshots

Manager - Video Production

Bangalore

Oct 2024 - Present

- Built and scaled a solid video production team that expertly delivers content, growing from solo producer to team manager.
- Implemented powerful AI tools across the video production pipeline, including GenAI, automations, and audio/video enhancement & for scalable content creation.
- Managed end-to-end production pipeline for 4 YouTube channels, 2 social handles, and Performance Marketing Ads across Meta and Google platforms.
- Hired and mentored Video Editors and Cinematographers while establishing creative excellence standards and training programs.
- Created fail-proof data centralisation systems for real-time performance tracking and data-driven content optimisation.

Video Producer

Bangalore

Dec 2022 - Oct 2024

- Created and launched the entire video production venture for Ditto + Finshots, building the vertical from zero to full operations.
- Single-handedly produced videos from pre-production, production, and post-production, demonstrating complete ownership of the creative pipeline.
- Built professional studios with high-quality production equipment, establishing infrastructure for high-velocity content creation.

ISKCON Bangalore

Cinematographer and Video Editor

Bangalore

Dec 2021 - Dec 2022

- Shot numerous projects, including multiple events and travel videos as a cinematographer.
- Edited several videos that are published in FOLK Official and ISKCON Bangalore channel on YouTube.
- Colour-graded various videos including events, travels and documentaries.
- Planned and executed - from scripting to finished delivery of numerous diverse videos.

Ideazfirst Marketing Services Private Limited

Multimedia Designer and Visualizer

Kolkata

Sept - Dec 2021

- Designed social media content like - banners, posts and videos for in-house and client projects.
- Upgraded studio equipment such as - camera accessories, studio lights, professional microphones and recording process.
- Recorded and edited YouTube videos and podcasts.

Freelance

Photographer, Cinematographer, Video Editor & Colourist

Kolkata

2017 - Sept 2021

- Worked with companies like The Hope Kolkata Foundation, Apeejay Surrendra Group, Save The Children, Blackboard etc.
- Worked as a Video Editor and Colourist in multiple short films and music videos.
- Worked as a Photographer at several festivals and corporate events.
- Worked as a Cinematographer in various short films, documentaries & music videos.

SKILLS

Leadership & Team Management:

- Building and scaling video production teams from 0 to full capacity, with proven experience in hiring, mentoring, and developing Video Editors and Cinematographers
- Cross-functional collaboration with marketing, product, and growth teams to drive business outcomes
- End-to-end production pipeline management across social media, and Performance Marketing campaigns

AI & Technology Integration:

- Implementing AI tools across the entire video production workflow - ideation, creation, audio/video creation & enhancement, and automation
- Building automated production systems with AI to eliminate repetitive tasks and scale content creation efficiently
- Creating fail-proof data centralisation systems for media storage (with NAS) to eliminate storage and media access bottleneck

Production Expertise:

- Complete video production cycle management - from pre-production scripting, story boarding, shooting to post-production delivery
- Multi-platform content creation for YouTube, Instagram, Meta Ads, Google Ads, and social platforms
- Motion design and animation using Adobe After Effects, Premiere Pro, and DaVinci Resolve
- Professional studio setup and management with high-quality production equipment from Sony, Blackmagic Design, Canon, and Nikon

Strategic & Creative:

- Data-driven content strategy development with performance metrics analysis and optimisation
- Contextual storytelling given the target audience.
- High-velocity content production with consistent quality standards across multiple formats
- Script writing and screenplay development for various video formats
- Performance marketing video production for digital advertising campaigns

Technical Proficiency:

- Professional camera operation and lighting design
- Buidling Data Centralisation system
- Robust technical knowledge of A/V
- Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Lightroom)
- DaVinci Resolve for color grading, audio processing and editing

EDUCATION**West Bengal State University***BA - Journalism and Mass Communication*

- CGPA 7.49

Barasat*August 2021***West Bengal Council of Higher Secondary Education***12th Board*

- Passed with 69% marks

Kolkata*June 2018***West Bengal Board of Secondary Education***10th Board*

- Passed with 78.5% marks

Kolkata*May 2016*