

ARAVINTHAN N U

CREATIVE STRATEGIST | META ADS & SOCIAL CONTENT | CREATIVE PRODUCTION

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200+ Meta Ads Produced | **150+ Ad Shoots Directed** | **40+ On-Camera Ads** | **2M+ Campaign Views**

Creative strategist with 4+ years across Meta ads, social content and production for edtech, jewellery, D2C and sports. Builds AI-assisted content systems and English/Tamil creative from research and scripting through shoots, edits and reporting.

EXPERIENCE

CodeYoung | Creative Strategist | Bengaluru

Feb 2026 - Present

- Produced 200+ paid-social ads for coding and math across international markets - 10 per week on average, peaking at 60 in one month; 80% English and 20% Tamil.
- Directed 150+ ad shoots and creative executions and performed in 40+ ads, shaping shot plans, delivery and edit notes.
- Contributed scripting, direction and regional execution while the Meta account generated 27K+ leads across 93M+ impressions from Feb-Aug 2026.
- Built and deployed an AI scripting workflow that reduced first-draft time from one day to 3-4 hours, plus a Shorts repurposing system.
- Built an internal Meta ad-analytics MVP and a regional targeting dashboard from sales-call language, centralizing performance and parent insights.
- Owned YouTube content operations: monthly plans, topic research, title/thumbnail/hook tests, and ClickUp/Excel reporting against channel KPIs.
- Created a student-project showcase adopted by the sales team and a parent referral explainer that supported the referral rollout.

Mill Story | Creative Strategy Consultant, Project-Based | Bengaluru

Sep 2025 - Jan 2026

- Developed the launch narrative and founder-led documentary concept for a high-protein atta product.
- Managed photography, UI/UX and App Store creative production, cutting launch lead time by 30%.
- Reworked packaging and vendor coordination, reducing per-unit packaging cost by 27%.
- Produced quick-commerce PDP imagery and product video for FirstClub and Blinkit listings.

NAC Jewellers | Creative Coordinator | Chennai

Apr 2025 - Aug 2025

- Directed localized Akshaya Tritiya and diamond campaign films that generated 2M+ views.
- Coordinated photography, digital banners and in-store assets across 10+ showrooms.
- Co-produced the Moms & Mini runway event for 200+ attendees, linking event content with retail promotion.

Kadamba Technologies | Social Media Manager, Sports | Chennai

May 2023 - Apr 2025

- Built a real-time social-content system that added 11K followers and increased engagement by 45%.
- Directed live content for USA Cricket, CPL and GT20 Canada under match-day deadlines.
- Supervised a 10-15 person team across franchise owners, sponsors, designers and editors.
- Built content calendars, match-day workflows and editor briefs that cut delivery time by 30%.

V13 Photography | Content Manager & Video Editor | Chennai

Apr 2022 - Mar 2023

- Planned shoots, cinematography and edits for event, fitness, fashion and retail clients including Fastrack and Beyond Fitness.
- Created moodboards and visual direction for branded fitness, fashion and event shoots.

EXPERTISE

CORE Meta Ads creative strategy | Content strategy | Social media | Hooks and angles | Regional creative | English/Tamil scripting

PRODUCTION Scriptwriting | Storyboards and shot lists | Shoot direction | On-camera performance | Editor briefs | Creative reporting

TOOLS Premiere Pro | Photoshop | Claude | ChatGPT | Higgsfield | Meta | ClickUp | Notion | Microsoft Office

MARKETS International paid social | India and NRI parent audiences | English and Tamil | Regional South Indian creative

EDUCATION

B.Sc. Aircraft Maintenance Engineering | Hindustan University | 2017 - 2021 | Languages: English, Tamil