

AASHISH PANDEY

Creative Production Manager | Performance Marketing & Meta Ads | AI Video Production

Gurugram, Haryana, India · Open to roles anywhere (on-site, remote or relocation)

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Portfolio: aashishportfolio.pages.dev

PROFESSIONAL SUMMARY

Creative Production Manager and performance marketer with 5+ years of experience producing video and Meta ad creatives that drive revenue. Made 1,500+ Meta ads across brands, helped grow a startup from ₹60K to ₹60L in monthly revenue (100x) with 4x–7x ROAS, and led a 7-editor team that delivered 2,00,000 fashion videos in 5 months for Nike, Adidas and Zalando. Combines hands-on scripting, shooting and editing with Meta Ads strategy, ad automation and AI video production (Veo 3.1, Seedance 2.0, Kling 3.0).

KEY ACHIEVEMENTS

- **1,500+ Meta ads** conceptualised, scripted, edited and launched across brands.
- **₹60K → ₹60L monthly revenue (100x)** at Scalio through 100+ performance ad videos; **4x–7x ROAS**.
- **2,00,000 fashion videos in 5 months** delivered with a 7-editor team at FlixStock for Nike, Adidas and Zalando.
- **30% higher team output** after standardising post-production workflows.

PROFESSIONAL EXPERIENCE

Creative Production Manager – Founder's Office

Oct 2025 – Sep 2026

Battery Smart · Gurugram, Haryana · On-site

- Led end-to-end video production for the Founder's Office: concept, scripting, shooting, editing and final delivery.
- Owned Meta ad creative strategy and production for the brand's digital and performance marketing.
- Worked directly with the founders to shape brand storytelling and campaign direction.
- Used AI tools to speed up scripting, visuals and voice, keeping a high-volume creative pipeline moving.

Creative Production Manager – Founder's Office

Sep 2024 – Oct 2025

Scalio · Gurugram, Haryana · On-site

- Founding team member; built the video production and ad creative pipeline from scratch.
- Produced 100+ Meta (Facebook and Instagram) ad videos that helped grow monthly revenue from ₹60K to ₹60L.
- Created performance creatives optimised for CTR, ROAS and conversion; ran A/B tests on hooks and formats (4x–7x ROAS).
- Collaborated with the founder on creative, marketing and growth strategy, scripts and campaign rollouts.

Senior Creative Producer

Jan 2023 – Aug 2024

FlixStock · Gurugram, Haryana · Hybrid

- Led a 7-member editing team that delivered 2,00,000 fashion videos in 5 months for Nike, Adidas and Zalando.
- Edited and produced AI-enhanced videos for brands and marketing campaigns.
- Managed AI post-production workflows: background removal, retouching and automated asset generation at scale.
- Owned quality control and on-time delivery; mentored junior editors and standardised workflows for 30% higher output.

Creative Video Editor

Jun 2021 – Dec 2022

Socioclout Studio · Gurugram, Haryana · Remote

- Managed the full video production cycle: scripting, shooting on Sony FX3, editing and delivery.
- Edited social media content, brand videos and reels in Premiere Pro, After Effects and DaVinci Resolve.
- Delivered work for fashion, lifestyle and corporate clients; supported on-location lighting, camera and direction.

SELECTED BRANDS & CAMPAIGNS

Nike, Adidas, Zalando, Under Armour, SpeakX (campaign featuring MS Dhoni), Battery Smart, Scalio, G20 India, Swachh Bharat Abhiyan, Bihar Tourism, USPL, Parachute, 101 India.

SKILLS

Performance Marketing: Meta Ads Manager, Advantage+ campaigns, campaign structure, audience targeting, creative A/B testing, CTR / CPA / ROAS optimisation, budget pacing, funnel strategy, reporting and insights.

Ads Automation: automated rules (scale winners, pause losers), creative rotation, AI ad variations, automated reporting.

AI Tools: Google Veo 3.1, Seedance 2.0, Kling 3.0, Runway Gen-4.5, Nano Banana, Midjourney, ElevenLabs, HeyGen, Claude, ChatGPT, Gemini.

Creative Production: scripting, storyboarding, shoot direction, Sony FX3, Adobe Premiere Pro, After Effects, DaVinci Resolve, colour grading, sound design, motion graphics.

Leadership: team management (7 editors), quality control, workflow standardisation, founder and stakeholder collaboration.

EDUCATION

Bachelor of Journalism & Mass Communication (BJMC) – Pt. Jawahar Lal Nehru College · Expected 2028

12th Standard (Higher Secondary) – Board of Open School Education, Haryana

10th Standard (Secondary) – B.S.M High School