

PHONE

+91- 95144-96166

WEBSITE

Rahulrad.in

LINKEDIN

[Rahul Krishnan](https://www.linkedin.com/in/RahulKrishnan)

EMAIL

Rahulkkrishnan@live.com

RAHUL KRISHNAN

CREATIVE DIRECTOR |
BRAND STORYTELLER

ABOUT ME

Creative Director & Brand Storyteller with over a decade of experience crafting cinematic narratives for brands across healthcare, fintech, SaaS, lifestyle, and non-profit sectors. Passionate about turning ideas into motion pictures - stories that move people and strengthen brands. Recognized for creating narrative-driven music visuals and cinematic brand storytelling featured across international creative platforms.



EDUCATION

BACHELOR OF
COMPUTER SCIENCE

BHARATHIYAR
UNIVERSITY

→ [2009 - 2012]

SKILLS

Creative
Direction

Film & Video
Production

AI-Assisted
Filmmaking

Motion &
Graphic Design

Adobe
Creative Suite

Video Editing

Google Veo
OpenArt, Midjourney

Social Media
Management

WORK EXPERIENCE

PRACTO - MANAGER | VIDEO & SOCIAL [AUG 2024 - PRESENT]

- Built and scaled Practo's in-house video vertical from the ground up, leading a 25-member distributed team of editors, cinematographers, and freelancers across India.
- Directed over 500+ Spotlight films and flagship brand campaigns including Practo AI, UAE Launch, Annual Letter FY25 and Leadership announcements
- Partnered closely with the CEO and CMO on narrative direction, creative strategy, and brand storytelling frameworks.

OPEN FINANCIAL TECHNOLOGIES - VIDEO MARKETER [JUNE 2022 - AUG 2024]

- Produced and directed brand films, explainer videos, and digital campaigns that simplified fintech concepts for diverse audiences.
- Collaborated with marketing and product teams to align visual storytelling with business goals and product launches.
- Designed and implemented a streamlined video workflow from concept to delivery, reducing turnaround time for campaign assets.
- Managed end-to-end execution for campaigns featured on YouTube and social channels under BankWithOpen.





Rahul Krishnan

Creative Director | Brand Storyteller

Previous Experience & Independent Projects

Kierin NYC | Digital Content Manager

May 2021 - May 2022

- Managed content strategy and production for a global lifestyle brand, delivering campaigns across social, web, and video.
- Produced high-end creative assets — short ad films, ad campaigns, and influencer collaborations — shaping the brand's visual identity.
- Grew social engagement and established Kierin's aesthetic across Instagram and YouTube.

Wishup | Social Media Manager

March 2020 - March 2021

- Created original concept videos, graphic content, and copy for multiple international brands.
- Managed ad campaigns and platform performance, improving client visibility and brand recall.
- Coordinated with cross-functional remote teams to execute content calendars for 10+ global accounts.
- Some of the global brands include: ScottHawaii, TikiToss, Firemaple, Citius Baseball etc.

vSocialize Solutions | Digital Strategist

Sep 2010 - May 2020

- Led video and digital initiatives across formats — ads, explainer films, blogs, and social campaigns.
- Translated business goals into creative concepts for B2B and lifestyle brands.

Sears Holdings Corporation | Content Specialist

Nov 2017 - June 2019

- Produced long-form product copy and editorial for Sears Marketplace.
- Maintained content accuracy, tone, and SEO alignment across multiple categories.

Sky10 Media | Content Manager

June 2015 - June 2017

- Wrote and edited film-related content, including interviews and reviews.
 - Built early experience in visual storytelling and editorial production.
-

Independent Projects

Mood Theatre

- Conceptualized and directed a series of 25+ experimental music visuals exploring the intersection of sound, emotion, and visual storytelling.
- Each piece reimagines songs across languages and genres through cinematic and abstract narratives - blending AI-generated imagery, archival footage, and original edits to evoke mood as story.

The Last RAT

- Wrote and directed a 40-minute stylized indie film shot on RED, leading a 20-member crew through production and post.
- A neo-noir satire with comic-book sensibilities — merging pulp energy, visual stylization, and absurdist tone to build the foundation for an expanding web-series concept.