NIKHIL KAMATH

Production & Post-Production Leader · Creative Director · AI-Enabled Content

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PROFILE

Creative and production leader who ran production, post-production and creative operations across multiple client accounts at TING. Combines creative direction, budget ownership and team leadership with AI-assisted workflows and operational reporting. Directed the Bosch DVC film that won Gold at The Maddies 2025.

CAREER HIGHLIGHTS

- 12+ years in creative production, content development and team leadership
- Managed production budgets up to ₹3.7 Cr (about US$420K); oversaw 60+ projects annually through direct leadership and production supervision
- Led teams of 35+ creative professionals across production, post-production, design and motion
- Work featured on Ads of the World (Clio Network) across multiple campaigns for Pluckk, Abbott, Third Wave Coffee and Piramal Realty
- Established AI-assisted workflows for storyboarding, content creation and creative planning
- Developed custom operational dashboards and reporting systems to improve team efficiency and project visibility
- Delivered content and campaigns across advertising, entertainment, retail, finance, FMCG and digital-first brands

EXPERIENCE

TING, Mumbai Feb 2023 – Nov 2026

Senior Associate Creative Director, Production Jul 2024 – Nov 2026

- Led production, post-production and creative operations across multiple client accounts, with teams spanning production, post-production, design and motion; owned planning, budgeting, resource allocation and delivery across BAU retainers and standalone projects.
- Built a 14-tab studio management system covering revenue, team capacity, leave and comp-offs, utilisation, profitability and an exception watch list.
- Spearheaded AI-powered workflows for storyboarding, presentations, content creation and creative planning using ComfyUI, Higgsfield, InVideo, Gemini and Claude; co-composed the AI-generated jingle for Third Wave Coffee's "Slices of Joy" launch.
- Directed the Bosch "Navratna" DVC film (Aug 2024) that won Gold at The Maddies 2025 (Campaign To Drive Sales), leading art and production design, music, casting, costume, PPM, colour grade and edit.

Producer Feb 2024 – Jul 2024

- Ran end-to-end production planning, budgeting, vendor coordination and finance tracking across multiple concurrent productions, from digital content to large-scale campaigns.
- Executive Producer on Abbott Cremaffin "Doctor's ka Belief, Constipation se Sahi Relief" (Jun 2024).

Associate Creative Director, Video & Motion Graphics Feb 2023 – Feb 2024

- Led the post-production department of editors, motion designers and creative specialists; established workflows and quality-control processes that improved delivery consistency and turnaround.
- Directed creative development and execution for video, motion graphics and branded content, working with clients, account teams and production teams.
- Executive Producer on Pluckk "Eat Good. Do Great." with Kareena Kapoor Khan (Oct 2023), while moving into the Producer role.

Stingr · Creative Director (contract) Feb 2022 – Mar 2023

- Directed creative and production for digital campaigns for brands including Paytm Money, Milky Mist and Phoenix Palladium.

Afterhours Films · Creative Director Oct 2018 – Jan 2022

- Ran end-to-end business operations: client acquisition, account management, planning and delivery; owned profitability, budgeting, vendor management and resource allocation.
- Built and led project teams of up to 10 across concurrent assignments; directed production and post-production workflows.
- Clients: Phoenix Marketcity, Viviana Mall, Event Capital, Schbang, Agency09, Milaap.

TheSmallBigIdea, Mumbai 2013 – 2022

Cinematographer (contract) 2021 – 2022

- Planned and executed commercial, entertainment and branded productions across television, digital and film, including equipment, logistics and vendor coordination. Projects associated with Ajay Devgn Films, Zee Network, Dance India Dance, Sa Re Ga Ma Pa and the International Film Festival of India.

Senior Visualizer Mar 2018 – Sep 2018

- Motion graphics and social content; edited and post-produced digital ads and trailers for daily soaps and films. Brands: Bahrain Tourism, Bigg Boss Marathi, Chennai FC, Seychelles Tourism, ABinBev, Colors, &Pictures.

Graphic Designer Mar 2013 – Apr 2014

- Social posts and illustrations for &Pictures, Rotary India, GIANT Starken and Bombay Dyeing.

Samsherian India · Senior Art Director Mar 2017 – Mar 2018

- Created mood boards and proposals, supported pitches and business development, estimated timelines and budgets; handled vendor negotiation, team direction and supervision on live events.
- Supervised post-production end to end for brands including Essar Group, Nutrilife, Zuci, E2O, Allana Group, Mama Shakuni (Route 999), Ghanasingh, Sindhful and Yuana.

Pixomedia · Art Director Apr 2016 – Mar 2017

- Designed print and packaging collateral, branding and brand marks; product and event photography.

Azure MarCom · Visualizer Nov 2015 – Apr 2016

- Created social posts, performance ads and print and packaging collateral, and shot event photography, exclusively for Bajaj Automobiles and Cruise India Tours.

AWARDS & RECOGNITION

- **Ads of the World:** five campaigns listed (Pluckk, Abbott, Third Wave Coffee, Piramal Realty x2); links below
- **Bosch Home Appliances:** DVC film directed; Gold, The Maddies 2025, Campaign To Drive Sales
- **Pluckk:** Eat Good. Do Great. with Kareena Kapoor Khan, Executive Producer
- **Abbott Cremaffin:** Doctor's ka Belief, Constipation se Sahi Relief, Executive Producer
- **Third Wave Coffee:** Slices of Joy, AI-generated jingle, 1,000+ baristas across 140+ cafés
- **Piramal Realty:** The Final Masterpiece, Rayansh at Vana and Club Rasa

AI & TOOLS

AI: ComfyUI · Higgsfield · InVideo · HeyGen · Magnific · Gemini · Claude · Replit · Gamma
Production: Adobe Photoshop · Adobe After Effects · Adobe Illustrator · Adobe Premiere Pro · DaVinci Resolve · Google Sheets and Excel with Python automation

EDUCATION

Bachelor's degree, Media Graphics & Animation 2016 – 2019
Yashwantrao Chavan Maharashtra Open University

Higher Secondary (12th), Computer Science 2011 – 2012
K.P.C. High School, Maharashtra State Board

Senior Secondary (10th) 2009 – 2010
D.A.V. International High School, Kharghar, CBSE Board

CERTIFICATIONS

- Google AI Fundamentals (Jul 2026)
- Elementary and Intermediate Art Grade Examinations, Directorate of Art, Maharashtra
- Animatics Neo, NIIT (2008)

LANGUAGES

English · Hindi · Marathi · Konkani