

Pratik Srivastava

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Ahmedabad, Gujarat

Summary

Social Media Strategist with 4+ years of experience in creating, strategizing and implementing social media strategies for brands and companies.

pratik-srivastava.com

Experience

Owner Of A 1.6M+ Followers Movie-Based Instagram Page

@itsamoviepage

01/2021 - Present

- Collaborated with Amazon MGM, Apple TV, Universal Pictures and more.
- Partnered with movies like John Wick 4, Mission Impossible and Gladiator II.
- The page consists of cinema content for infotainment purposes.

Designer Of 3 Graphic/UI Based Apps With 275K+ Downloads

On Google Play Store

05/2018 - 05/2023

- Apps consist of android widgets for homescreen customization.
- Marketed on twitter
- Namely, Android 12 for KWGT Pro, Waffle for KWGT Pro and Ornate for KWGT Pro.

Social Media Manager (Intern)

At Flora Fountain: A Digital Strategy Agency · Ahmedabad, Gujarat

12/2022 - 02/2023

Created and ideated ads and campaigns for brands like:

- Wagh Bakri
- Vimal Oil
- Carzspa

Street, Event and Product Photographer

Instagram: @thepratiksrivastava

09/2016 - Present

- Shot and covered a football tournament for Ahmedabad Racquet Academy.
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Skills

Content Strategy, Social Media Marketing Strategy, Competitive Analysis

Education

Indian Institute of Mass Communication, New Delhi (IIMC)

PGD in Advertising and Public Relations (76%) · New Delhi

05/2024

Pandit Deendayal Energy University (PDEU)

B.A (Hons.) in Mass Communication (9.2 CPI) · Gandhinagar, Gujarat

05/2023