

# KUSHAL AGARWAL

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## PROFILE SUMMARY

A passionate actor and content creator with on-camera experience in multiple ad films. My strength lies in blending performance instinct with storytelling craft—script ideation, direction, production, and coordination. With a sharp sense of audience engagement and campaign needs, I don't just create content—I craft experiences.

## PROFESSIONAL JOURNEY

### ➤ HOHALLA ENTERTAINMENT (Advertising Agency) [2023- Present]

- Founded and led an advertising agency, managing the complete creative and production lifecycle for ad films and digital campaigns.
- Conceptualized and wrote scripts for ad films, digital campaigns, and social media content based on brand objectives.
- Pitched creative ideas and campaign concepts to prospective clients, leading to successful lead generation and conversions.
- Cast suitable on-screen talent based on script requirements and brand representation needs.
- Led storyboarding, pre-production, and on-set direction, ensuring high-quality execution and adherence to timelines.
- Oversaw post-production, including feedback rounds, approvals, and final delivery of content for publishing.
- Managed a cross-functional creative team, balancing strategic thinking with hands-on execution across multiple projects.

**BRANDS:** Pepperfry, Truemeds, Brevistay, TROS, Pluto Money, Winzo, Unibit.

### ➤ ACTING & CONTENT CREATION (Self-Managed) [2022- Present]

- Played lead characters in Brand Ad films for Aditya Birla Capital, Inshorts, Flipkart Minutes, Naukri 360 and many more.
- Worked in Web-series "Programming Planet" produced by Scaler.
- Created 50+ Instagram Reels: sketch comedy, character work.
- Engaged organically 16,000+ views within last 30 Days on a fresh page ([@krazykushal](#) )

## EDUCATION

- Semi qualified CA
- Bachelor of Commerce
- HSC from Mithibai College (88.92%)
- SSC from OLN school (90.60%)

## **CORE SKILLS**

- Script Writing. (Ad Films, Reels, Digital Campaigns)
- Social Media Content Strategy.
- End-to-End Production Oversight.
- Acting & Direction.
- Creative Inputs.
- Leadership.

**LANGUAGES KNOWN:** Hindi, English.

## **WHY ADVERTISING?**

As an actor, I've lived stories in front of camera. Now, I want to help shape them behind the camera as well. I bring performance insight, script timing instinct, and a strong understanding of what makes an audience click. I'm excited to co-create content that's both effective and entertaining.