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Santacruz West,
Mumbai - 400054

Education

BBA (Marketing)

MMK College

2018-2021

FYJC - SYJC

Mithibai College

2015-2017

Expertise

Digital Marketing Scriptwriting

Strategy Moodboards

Copywriting Direction

AI Videos

Language

English Gujarati

Hindi Marathi(Conversational)

PARTHA MAKWANA

Creative Strategist

Profile

I translate ideas into compelling brand identities that foster lasting connections with audiences. By bringing clarity, consistency, and creativity to every engagement, I ensure that each brand I work with communicates effectively and remains memorable. Ultimately, my goal is to help brands establish a strong presence and come alive in the minds of their audience.



Work Experience

2024

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Realatte Ventures Pvt Ltd

Creative Strategist

- Social Media Strategy
- Social Media Management
- Scriptwriting
- Shoot Planning
- AI Videos (Veo3, Kling, Hailou, Google AI Labs)
- Newspaper Creatives
- Brochures
- Direction
- Acting
- Pre- Production
- Post-Production
- Mainline Creatives

2022

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2024

SwissBake Ingredients Pvt Ltd

Digital Marketing Executive

- Working with the website team to ensure smooth performance
- Creating Social Calendars
- Social Media and Performance Creatives Ideation, Conception and Execution.
- Copywriting For Website Blogs
- Working on product launches and pitches for sales team
- Built a Shopify website
- Performance Marketing Campaigns - Lead generation, brand awareness (Meta)
- WhatsApp Chatbot and Marketing
- EBook creation for product recipes