

Yadav Narayan Iyer

Creative Lead | Video & Content Strategy | [Portfolio](#) | yadavnarayann@gmail.com | +91 9177128667

Creative professional driving end-to-end content across video, design, and campaigns.
Known for translating business goals into clear creative direction, scaling output through efficient workflows, and contributing beyond defined roles.

EDUCATION

INDIRA GANDHI NATIONAL OPEN UNIVERSITY Hyderabad,IN
(B.B.A.), RETAILING Mar 2023 - Jun 2026

LITTLE FLOWER JUNIOR COLLEGE Hyderabad,IN
SENIOR SECONDARY (XII), SCIENCE PERCENTAGE: 77.00% 2020-2022

ST. MARTIN'S HIGH SCHOOL Hyderabad,IN
SECONDARY (X) PERCENTAGE: 85.40% 2020

EXPERIENCE

HAPPENING DESIGN STUDIO PVT LTD Hyderabad
Creative Production Lead Jun 2025 – Present

- Led creative execution across UXINDIA and Happening Design marketing initiatives, collaborating with stakeholders from concept to on-ground event experience and branding
- Built and scaled UXINDIA's content ecosystem, introducing AI-assisted workflows that improved turnaround time and enabled higher-volume content production across platforms
- Delivered video production for IF Design Award submission, contributing to its progression to finalist stage among global entries
- Redesigned UXINDIA website experience; approved for go-live beyond core KRAs

RY BPO & TRAVEL SERVICES Hyderabad
Video Editor & Visual Designer Mar 25 – Jun 25

- Delivered video and design assets for marketing campaigns across platforms
- Collaborated with stakeholders on campaign strategy, aligning creative with business goals
- Introduced influencer marketing initiatives, increasing campaign reach by ~2–3x across social platforms

PRANITSHILIMKAR FITNESSTALKS OPC PVT LTD Pune
Videographer & Editor Mar 24– Feb 25

- Owned end-to-end video production across YouTube and social media
- Contributed to content ideation and storytelling aligned with audience growth
- Expanded role into design and content strategy

FREELANCE CREATIVE (VIDEO, DESIGN & CONTENT) Remote
Jan 22 – Mar 24

- Delivered end-to-end video and content production for creators including Solfate Podcast, Mile High Food Dude, and Mok Joshua
- Collaborated with creators on content planning, storytelling, and production quality to improve overall output and engagement
- Designed thumbnails, branding assets, and motion graphics to strengthen channel identity

SKILLS

Skill: Creative & Strategy, Production & Execution, Brand & Design, Content Systems, Stakeholder collaboration

Language: English, Hindi, Tamil, Telugu, Malayalam

Tools: Adobe Creative Suite, Figma, Microsoft 360, V0, AI Tools

Interests: Gaming, Storytelling Content, Videography, Tech