

# DODY PEPS

MULTIMEDIA DESIGNER | DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST



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🌐 Portfolio Link

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📍 Dubai, United Arab Emirates

## ABOUT ME

Highly experienced Creative Head with over 8 years of expertise in graphic design, cinematic video editing, and motion graphics across India and Dubai, UAE. A proven leader in managing multidisciplinary teams, I specialize in high-end visual storytelling and premium brand identity, ensuring every project aligns with a sophisticated creative vision.

Complementing my creative core, I excel in Social Media Management and Lead Generation, leveraging Meta Ads and TikTok to convert cinematic content into measurable business results. I am an expert in integrating advanced AI tools like Midjourney and Nano Banana to optimize production workflows, drastically reducing turnaround times while maintaining strict brand consistency.

## MY CREATIVE TOOLKIT

### SOFTWARE SKILLS



Expert image editing, manipulation, and high-quality visual asset creation for print and digital campaigns.



Advanced motion graphics design, visual effects, and dynamic animation for video ads and brand content.



Professional video editing, assembly, and sequence creation for cinematic and corporate projects.



3D graphic modeling and rendering for product mockups and complex asset visualization.



Layout design for complex documents, presentations, and marketing materials (e.g., corporate proposals, brochures).



Vector graphic design, logo creation, and design of scalable brand identities and promotional materials.



Professional color correction, grading, and batch processing for photography and cinematic footage.



UI/UX prototyping, wireframing, and collaborative high-fidelity mockup creation for websites and landing pages.

### AI-POWERED CREATIVE & AUTOMATION

#### CHATGPT / GEMINI

AI-assisted content creation, idea generation, and workflow automation using ChatGPT and Gemini.

#### FIREFLY / NANO BANANA

AI-powered visual design, image enhancement, and creative asset generation using Firefly and Nano Banana.

#### KLING AI / GOOGLE VEO 3

AI-driven video creation, motion visuals, and cinematic storytelling using Kling AI and Google Veo 3.

#### MIDJOURNEY / DALL-E

Concept generation, visual ideation, and rapid creation of unique creative assets for mood boards and digital campaigns.

### DIGITAL MARKETING & LEAD SYSTEMS

#### META BUSINESS SUITE

Advanced campaign management, audience targeting, and performance optimization for paid digital advertising.

#### GOOGLE ADS

High-intent search advertising, keyword targeting, and conversion optimization to drive qualified inbound leads.

#### TIK TOK

Creative short-form video production, trend-driven storytelling, and content optimization for TikTok growth.

#### ZOHO CRM

Structured lead management, customer data organization, and sales workflow optimization using Zoho CRM.

EXPERIENCE

# DRIVING RESULTS ACROSS DIVERSE CREATIVE TEAMS



## SUM TECHNOLOGIES

Digital Marketing Company

Dubai  
Dec 2024 - Apr 2026

### Creative Lead & Digital Marketing Specialist

- Creative Leadership: Directing a team of junior designers to execute full-scale production, from planning shoots to final video and graphic delivery.
- Ads Management: Managing high-conversion lead generation campaigns on Meta Ads and TikTok for diverse UAE clients.
- Performance Content: Spearheading the creation of cinematic video assets optimized specifically for social media ad performance.
- Strategic Branding: Overseeing end-to-end branding and digital marketing workflows to ensure consistency across all paid media channels.

## HERBA ENCLAVE

Product Marketing Company

India  
Mar 2023 - Nov 2024

### Creative Head: Digital Marketing Team

- Team Leadership: Led and managed a multidisciplinary team of 11 designers and editors, driving high-volume digital marketing initiatives.
- UI/UX & 3D: Designed UI/UX for websites and created 3D Blender mockups for product launches.
- Campaign Production: Directed motion graphics and social media Reels for multi-channel campaigns, including TV advertisements.
- Brand Development: Created comprehensive brand identities and promotional graphics for major product launches and marketing campaigns.

## ARTIC 9

Digital Creative Agency

India  
Feb 2020 - Feb 2023

### Team Lead: Creative Production

- Department Founding: Built the agency's creative department from the ground up as the first creative professional, establishing all production workflows and vision.
- Team Scaling: Expanded the creative team from 1 to over 20 members through a mentorship-focused strategy, developing interns into professional designers.
- Creative Production: Spearheaded the production of high-quality video edits, graphic designs, and digital content for a diverse portfolio of agency clients.
- Award Recognition: Awarded "Magician of Artic 9 (2021)" for exceptional creative leadership and innovation within the agency.

## STUDIO E

Event Management Studio

India  
May 2018 - Jan 2020

### Cinematographer & Video Editor

- Cinematography: Led high-end event and wedding cinematography, capturing cinematic footage that aligned with specific client visions.
- Visual Storytelling: Applied real-light techniques to craft immersive narratives and compelling cinematic experiences.
- Post-Production: Managed all post-production workflows, including editing, color grading, and highlight reel creation for polished final delivery.
- Project Collaboration: Partnered with event teams to plan and execute creative visual concepts while consistently meeting tight deadlines.

## KK BOYS

Video Production & Music

India  
Jan 2014 - Apr 2018

### Asst Director & Social Media

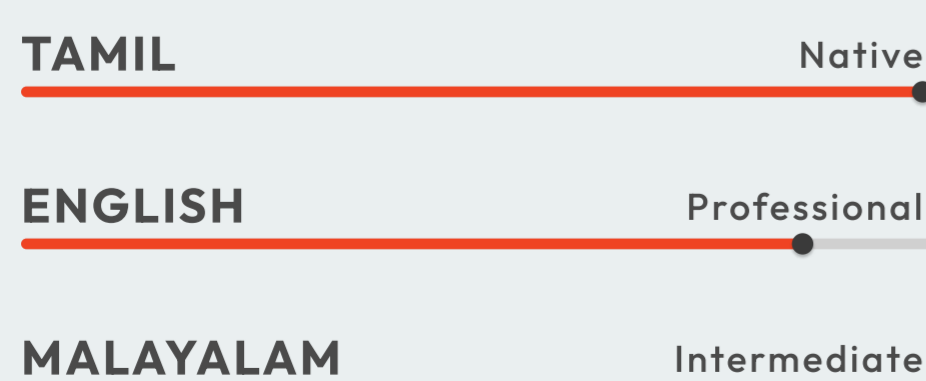
- Managed social media presence for KK Boys, creating visual assets, mockups, and graphics to promote music video content.
- Developed and executed content strategy, including post scheduling and audience engagement, boosting channel visibility and reach.
- Assisted in planning and coordinating music video shoots, contributing to creative direction and production logistics.
- Produced and edited video content, applying color grading and motion effects to enhance overall video quality and maintain brand consistency.

STRATEGY & LEADERSHIP: BRAND STRATEGY | MULTIDISCIPLINARY TEAM LEADERSHIP | PROJECT MANAGEMENT | CREATIVE DIRECTION

CREATIVE EXECUTION: CINEMATIC VISUAL STORYTELLING | CONTENT CREATION | VIDEOGRAPHY | MOTION GRAPHICS

SPECIALIZED SKILLS: UI/UX DESIGN | MARKETING CAMPAIGNS | SOCIAL MEDIA MANAGEMENT | PERFORMANCE ADS

#### LANGUAGES



#### EDUCATION

FRAMEBOXX 2.0 ANIMATION & VISUAL EFFECTS  
Editing & Compositing 2016 - 2018

#### SOCIAL MEDIA LINKS



#### CAPABILITIES

