

Prateek Goyal

Director | Associate Director | Executive Producer

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Profile Summary

Creative and results-driven media professional with over 8 years of experience in directing, producing, and managing non-fiction films, short fiction, documentaries, and digital content. Proven ability to lead end-to-end production including scripting, client liaison, budgeting, and post-production. Experienced in working with national and international clients such as the Ministry of External Affairs, UNICEF, ITC, and GIZ. Known for successfully delivering high-quality content on tight deadlines with creative excellence.

Key Skills

- Film Direction & Production
- Scriptwriting & Conceptualization
- Budgeting & Client Coordination
- Post-production Supervision
- Short films, TVC/DVC, Documentary & CSR Films
- Digital Media & YouTube Content
- Team Leadership
- Government & NGO Media Projects
- Trained actor worked in TVC and Digital videos [Blu Smart, NACO, Golden Crown, Droom and more]

Work Experience

- Freelancer | Director, Executive Producer
- Led creative direction and production for multiple digital ads, short films, and branded content
- Collaborated with clients from concept development to final delivery
- Directed actors and managed teams across shoots
- Made films/Digital content - PNB women's day, PNB one buzz app, Cremica brand story, Bingo, NHAI, ITC etc.

- The Visual House | Associate Director
 - Directed and supervised the production of corporate, documentary, and digital video content
 - Managed client expectations, production timelines, and delivery
 - Delivered high-quality videos for government and corporate clients
- Spring Box Films Pvt. Ltd. | Assistant Director & Associate Producer
 - Oversaw the complete production cycle for documentaries and fiction films
 - Notable project: 'Filmisthaan – The Euphoric State of Bollywood' (Ministry of External Affairs)
 - Coordinated with talent, crew, and external vendors to maintain production efficiency

Selected Projects

- Filmisthaan – The Euphoric State of Bollywood: Feature documentary for MEA featuring Bollywood icons
- Ek Jhalak (Amazon Mini TV): Chief AD for short fiction film starring Amit Sadh
- UNICEF: Directed multiple development and awareness documentaries
- Pernod Ricard: CSR film for Akshaypatra scheme
- GIZ: Documentaries on solid waste management across four cities
- ITC advocacy films on Solid waste management
- ITC's intervention in Agricultural Development Framework - UP and Rajasthan
- NACO campaigns for AIDS and sexual health awareness.
- Worked for brands like PNB, Cremica, Oppo, Blu smart, Golden crown, CRS, PSBT. Ministries of Govt. Of India

Education

M.A. in Mass Communication – Amity School of Communication, Noida

B.Com – Lucknow University

Languages

Hindi (Native), English (Fluent)