



PRATHAM KALER

AGENCY OWNER

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 Phillaur Punjab

SKILLS

- Videography (Cinematic shoots, event coverage, commercial videos)
- Photography (Portraits, product photography, event photography)
- Video Editing (Cinematic edits, color grading, motion graphics)
- Photo Editing (Retouching, color correction, creative compositions)
- Team Management (Leading a team of video editors, hiring & training)
- Client Relations (Communicating with clients, understanding their vision)
- Project Management (Planning and executing creative projects efficiently)
- Marketing & Branding (Showcasing work to attract clients, growing ProCut Studios)

WORK EXPERIENCE

Founder | Videographer | Photographer | Video Editor

ProCut Studios | 2023 – Present

- Established and manage ProCut Studios, a creative agency specializing in high-quality video production and editing.
- Lead a team of skilled video editors, overseeing project execution and ensuring top-tier visual storytelling.
- Plan, shoot, and edit videos for brands, businesses, and individuals, delivering engaging and professional content.
- Expert in color grading, motion graphics, and sound design, enhancing video quality and storytelling impact.
- Handle client communication, project management, and creative direction to meet client expectations.
- Stay updated with industry trends and emerging technologies to push creative boundaries.

EDUCATION HISTORY



Bachelor of Computer Applications

Institution: Pyramid College of Business and Technology | 2023 – Present

- Gaining knowledge in computer applications, software development, and digital technologies.

ABOUT ME

I am Pratham Kaler, a passionate videographer, photographer, and video editor, dedicated to bringing creative visions to life. As the founder of ProCut Studios, I have built a growing agency specializing in high-quality video production and editing. My journey started while pursuing my Bachelor of Computer Applications (BCA) at Pyramid College of Business and Technology, where I took the bold step of starting my own business despite financial challenges.

With a strong eye for detail and storytelling, I create visually compelling content that helps brands and individuals stand out. Leading a team of skilled editors, I ensure every project meets professional standards and delivers impactful results. My expertise spans cinematic videography, color grading, motion graphics, and sound design, making me a versatile creator in the industry.

Driven by passion and innovation, I am always exploring new techniques and technologies to push creative boundaries. Whether it's capturing stunning visuals, crafting engaging edits, or managing full-scale productions, my goal is to turn ideas into reality through powerful storytelling.