

Professional Summary

Strategic and user-focused Creative Strategist with expertise in branding, advertising, and digital marketing. Proven ability to craft engaging campaigns for global brands, drive revenue growth, and lead cross-functional teams. Adept at conceptualizing impactful advertising solutions, optimizing user experience, and fostering creative innovation.

Experience

mCanvas, Affinity Global

Manager, Creative Strategy | Dec 2020 - Present

- Spearheaded creative strategies for top-tier brands, leading to more than \$10M in revenue from US clients.
- Developed high-impact, interactive digital ad campaigns for Walmart, Ford, Ray-Ban X Meta, Google, WhatsApp, and many more.
- Led the conceptualization of an in-app game for GrabFood Thailand, achieving significant engagement.
- Pioneered a culture of weekly workshops to upskill the creative and design teams.
- Managed campaigns end-to-end, ensuring on-time execution with cross-functional coordination.
- Mentored junior creatives and provided strategic guidance to elevate team output.
- Created award-winning campaigns for ITC Munchiez, Nestlé Dancow Fortigro (SEA), and Realme.
- Experienced in pitching concepts for roadshows to clients based out of the UK, India, Germany and North America.

Hope: Your wellness buddy

Branding, Design, Social Media | June 2020 - December 2020

- Built the brand strategy and designed the corporate identity
- Strategised and created social media content calendars
- Led and trained the social media team

BePlutus, InCa Growth Partners LLP

Branding and Creative Strategist, Founding board | May 2020 - August 2020

- Created a compelling brand identity and communication strategy.
- Managed social media content, collaborations, and brand reputation.

Awards

- **DATAMATIX Global**, 2024 Gold: GrabFood Thailand
- **MOB-EX**, 2024 Gold: GrabFood Thailand
- **MOBEXX**, 2023 Silver: Saffola Munchiez
- **GAMEXX**, 2022: PayTM India vs WI & Realme 10 Pro
- **Dada Saheb Phalke Award** 2018: Best Animation Film (Student) - The Game Of Life

Education

PGD in Media, Advertising & Communication | 2019 - 2020

ISDI WPP School of Communication

MAAC - Ad 3D-Edge

Photoshop | Illustrator | 3D Max | MAYA

Skills: Illustration, 2D-3D Animation

Bachelor's in Mass Media | 2016 - 2019

K.E.S Shroff College (Mumbai University)

Certificates & Extracurricular

User Experience: The Beginner's Guide

Completed a beginner's UX course from the esteemed Interaction Design Foundation in 2024 with an aim to better my campaigns and gain more knowledge.

World Youth Chess Championship X ISDI

Headed and organised chess workshops for 800+ students & an inter-school chess championship with 100+ students, all in 7 days to spread awareness about WYCC.

Core Skills

- Creative Strategy & Brand Storytelling
- User-Centric Advertising
- Campaign Development & Execution
- Pitching & Client Presentations
- Copywriting
- UX & Interactive Advertising