

SAJEEV NAIR

Flat No. 102, C/5, C-Building, Mohan Puram, Kansai Section, Ambernath (E), Dist. - Thane.

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Career Summary:

Dynamic and energetic with expertise of over 15 years in building brands from briefing stage to creative delivery, with focus on increased brand visibility and sales.

Conceptualise and interface layouts, collaterals and promotional material in both Print and Digital medium for various markets including Publicity, FMCG, Retail, Business to Business [B2B] and Healthcare and Consumer centric TG. Understanding client requirements and translating them into usable, innovative and aesthetic deliverables.

Comfortable in collaborating with teams across all divisions, interacting with clients, and brainstorming with team members to efficiently build brand image and communication.

Objective:

Seek a challenging position in the advertising industry, and to utilize my proven abilities developed through years of service. With an aptitude for creativity, possess strong problem-solving and organizational skills and will deliver excellence in whichever sector I choose to operate in.

- Committed to quality work and fulfilling organization goals.
- High-level of intellectual curiosity.
- Proactive learner & self-starter.
- Advanced knowledge of Designing software and programs.
- Excellent presentation skills.
- Ability to handle multiple projects simultaneously.

Skills:

Conceptualization | Marketing Planning | Creative Direction | Team lead | Strategic Thinker | Creative Lead | Brand Promotion & Development | Marketing Campaigns | Create Brand Strategies | Active listener and learner | Excellent organizational skills | Multi-tasking

- Well-versed with visualizing & designing on Adobe Photoshop, Adobe Illustrator & Corel Draw.
- Good at handling multi-level tasks from Print Ads, Brochures and Visual Merchandising.
- Adept at analyzing client's requirements & providing innovative ideas of advertising & promotion.
- Effective at interpersonal communication.

Personal Qualities:

- ✓ Focused on addressing the Target audience.
- ✓ Keen learner with problem-solving abilities.
- ✓ Perfectionist with an eye for detail.
- ✓ Excellent job and technical knowledge.

Work Experience:

✓ **Head - Creative at FlyingBee Creations: Since Dec 2016**

- Determine how best to represent a concept visually.
- Develop the overall look or style of a publication, an advertising campaign, or a theater, television, or film set.
- Supervise design staff, review and approve designs, artwork, photography, and graphics developed by team members.
- Developing of marketing strategies for new and existing products and services.
- Interact with clients to develop an artistic approach and style.
- Coordinate activities with other artistic or creative departments.
- Develop detailed budgets and timelines.
- Present designs to clients for approval.
- Manage brand initiatives like brand building & brand development.
- Responsible for developing and executing creative concepts for brands.

✓ **Sr. Art Director at Signature ad: Since Aug 2015 – Oct 2016**

- Understanding design and graphic execution techniques and develop high quality designs.
- Implementation of effective design solutions that cater to client needs.
- Analyze project requirements and designing as per client expectations within committed timeframes.
- Interacting with the client and scheduling of jobs for processing and overseeing print production results.

✓ **Head - Creative at Hann Creations: Since Jan 2013 – July 2015**

- Engaging with creative team to check the status on-going projects and to make sure client brief and requirements are met.
- Conceptualize campaign based on the marketing and sales plan and assign projects to staff and verify the projects deadlines are being met.
- Develop brand plan and determine identity for new brands/sub-brands.
- Skilled in developing high-impact marketing materials, brand identities, and print designs.
- Known for taking a hands-on approach directing artists, collaborating with clients, and bringing creative concepts to life.

✓ **Sr. Art Director at LoyaltyRewardzMngt. Pvt. Ltd: since Jul 2011 - Dec 2012**

- Lead the in-house creative marketing team to develop compelling promotional materials to support Marketing, Advertising, and Sales objectives.
- Manage the creative team for marketing materials from inception of a job through the final deliverable. Manage and provide creative direction to senior graphic designer to develop concepts and designs for marketing materials.

✓ **Art Director at Walt Disney studio: Since Apr 2010 - Jun 2011**

- Responsible for developing and executing creative concepts for leading-edge publicity and marketing.
- Regularly liaising with the core team to ensure the best creative solutions are realized, implemented and delivered.

✓ **Art Director at Percept Group Ltd: Since Feb 2008 - Mar 2010**

- Engaged in developing excellence through innovative & creative concepts across all media. To work with other project managers and teams of creative designers.
- Develop and frame creative concepts according to creative brief requirements.

✓ **Sr. Visualiser at Star TV: Since Jun 2005 - Jan 2008**

- Engage with creative team to successfully execute design projects for Marketing and publicity campaigns.
- Develop and maintain graphical standards, templates, and resources.

✓ **Visualiser at Universal Arts: Since Apr 2003 - Apr 2005**

- Engage and to develop creative concepts according to creative brief requirements.
- Conceptualize, visualize and design user experiences.

✓ **Visualiser at Magnasound Ind. Ltd.: Since Feb 2000 - Mar 2003**

- Engaged in Publicity and marketing designing creative concepts according to creative brief requirements.

Education:

Degree	University	Year	Percentage
MBA in Advertising	Indian School of Business Management	2013-2015	75%
Applied Art	RachanaSansad's School of Applied Art	2006-2008	50%
Photography	National Institute of Photography	2005-2006	Pass
B.com	AkhilBhartiyaShikshaSansthan	1999-2000	50%
Multimedia (Advance)	Image Mac Academy	1998-2000	B+

Personal details:

Date of birth : 27/10/1976
Nationality : Indian
Marital status : Married
Hobbies : Music, Photography, Sports
Languages known : English, Hindi, Marathi, Malayalam