



MANOJ BHAGAT

manojbhagat.com

CREATIVE ART DIRECTOR

info@manojbhagat.com

+91 9619 5575 07

manojb11in@gmail.com

+91 9137 4110 15

Graphic Designer with 5 years of experience in Creative Art Direction and 13+ years of experience in Managerial Creative positions.

Seeking to join a thriving organization where I can spearhead the creation of visually inspiring solutions that achieve its communication objective.

May 2002

Bachelor in Applied Arts

Faculty of Fine Arts, Maharaja Sayajirao University of Vadodara

Feb. 1998

Diploma in Fashion Designing

India International Trade Center. Vadodara

Aug. 2020 +

Self Employed

- Facilitated team meetings for a project to increase revenue for clients in **Auto, EV, Finance, Real Estate, Insurance, Sanitization** and many more categories.
- Developed multiple concepts for assigned products in partnership with senior copywriters and the account team.
- Directed photographers, illustrators, designers and production staff to ensure proper production of campaign elements.

April 2015 - July 2020

Group Creative Director

DDB Mudra Group - Mumbai

Brands

Big Bazaar, Sony Max, Gulf Oil, Fino Payment Bank, LIC, SBI

Team Strength **16** (Art + Copy)

- Supervise multi-functional project teams of 16+ colleagues to develop creative and effective advertising concepts, from ideation through final projects.
- Strategize and craft memorable campaigns like **Har Tyohaar Mein Big Bazaar, Ghar Aaiye Na, Har Din Lowest Price, Shaadi Ka Ghar** for Future Group brand Big Bazaar.
- Incorporate and explore client suggestions and directives, resolve questions and concerns, oversee objections.
- Organize all creative materials to ensure their smooth transition to other departments.
- Commission artwork; negotiate costs and usage, oversee completion of artwork, supervise photoshoots, review sketches from illustrators.
- Key Achievement: **"PAPER PATAKA"** tv commercial was the talk of the town and won **2 gold** in **OLIVE CROWN** Awards.

May 2012 - March 2015

Self Employed

Brands

Maruti Suzuki NEXA, Tata Genuine Parts

- As a consultant, lead creative team at many advertising and design.
- Did extensive branding exercise for one of the leading auto brand in India, **Maruti Suzuki NEXA**. And on-ground events and marketing collaterals for **Tata Motors - Tata Genuine Parts**.
- Did project-based mainline campaign for **Ambuja Alccofine** and **Gold Gym**.

Oct. 2011 - April 2012

Associate Creative Director

DDB Mudra Group - Bangalore

Brands

Big Bazaar, Peter England, SabMiller, Cycle Agarbatti.

Team Strength **7** (Art + Copy)

- Managed all aspects of creative campaign design, including innovation, development, and implementation.
- Managed online, print, TV and multi-platform regional campaign for the **Big Bazaar** south region.
- Lead the launch campaign for **Peter England Bags, SABMiller Indus Price** Spice beer and **Cycle Agarbatti** Fragrance & Aroma category.



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Feb. 2009 - June 2011

Creative Group Head

Access Leo Burnett - Nairobi

Brands

Orange Telkom, Brookside Dairy, I&M Bank, ICEA Bank

Team Strength **6** (Art + Copy + Studio)

- Worked closely with executive and development team to plan and continually improve on creative output.
- Created product and offer based campaigns, designed supportive marketing collaterals for **Orange Telkom** Kenya.
- Updated brand and design standard as needed.
- Collaborated with local talents like writers, designers, photographers and production managers during all phases of my tenure.

July 2008 - Jan. 2009

Creative Group Head

DDB Mudra Group - Mumbai

Brands

Reliance Communications

Team Strength **6** (Art + Copy)

- Worked closely with executive and development team to plan and continually improve on creative output.
- Lead the creative team for the launch campaign.
- Designed creatives including logo design, launch campaign and including other collaterals (Posters, Banners, Web UI UX, Flyers etc.)

Dec. 2006 - July 2008

Art Supervisor

Grey Worldwide - Mumbai

Brands

Deutsche Bank, Haig, India Kings, Captain Morgan.

Team Strength **3** (Art + Copy)

- Designed surrogate advertising campaign, posters and point of sale material for tobacco brand **India Kings**, liquor brand **Haig** whisky and **Captain Morgan** fine oak-aged Caribbean distilled rum.
- Part of the creative team for the Dutch brand **Deutsche Bank** launch in India. Did a Print and TV ad shoot with cricket legend **Sunil Gavaskar** and tennis star **Sania Mirza**.
- Involved in many creative pitches

March 2005 - Dec. 2006

Art Director

Law & Kenneth - Mumbai

Brands

Essenza Di Wills, Lakshmi Vilas Bank, Grand Hyatt Hotel

- Designed perfume lifestyle magazine and poster for ITC brand **Essenza Di Wills**.
- Designed inflight magazine ad and many collaterals like leaflet, flyer, menu card for **Grand Hyatt Hotel**.
- Did redesign and extensive branding exercise for **Lakshmi Vilas Bank**.

May 2002 - Feb. 2005

Visualiser + UI Designer

Elitecore Technology Ltd. - Ahmedabad

- Worked with the internal marketing team to help educate that branding was consistent across the board.
- Designed product based creatives like logo development, event space design, banners, magazine ad, brochures, web design, UI UX, poster, flyer, corporate presentation and certificates.

Silver EFFIE

In "Retail" Big Bazaar
GRAHPRAVESH
(Inaugurating Home)

2 Gold OLIVE CROWN

In "Best Campaign of the Year
& Best TVC" "PAPER PATAKA",
Big Bazaar, Diwali - 2015

Bronze EFFIE

In "Small Town & Rural Marketing"
Sony MAX - Pro Wrestling League

Finalist AAAI

In "Public Service Campaign"
MegaCabs - Innovative Number
Plate Outdoor