

# MANOJ KUMAR.S

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## ABOUT ME

I am a Creative Head and Brand Design Leader with extensive experience in developing strategic, innovative design systems and immersive brand experiences for some of the world's most recognized brands in India and abroad. Skilled in leading multidisciplinary teams through complex design challenges, I specialize in delivering customer-centric solutions that drive engagement, enhance brand value, and align with business and marketing objectives. With a strong background in creative direction, project management, team leadership, and relationship building, I bring a collaborative and results-driven approach to every project.

## WORK EXPERIENCE

### **Creative Head | SandBlaze Digital's | Hyderabad, Telangana, India | Jun 2023 | Present**

- Develop and execute the agency's strategic plan to achieve Business goals and targets.
- Stay abreast of industry trends, emerging technologies, and competitor activities to identify new opportunities and threats.
- Build and maintain strong, long-lasting client relationships by understanding their business needs and objectives.
- Lead and inspire team of creative professionals, providing guidance, mentoring, and support to foster a collaborative and creative work environment.

### **Creative Head | G-Rank Digital Services Pvt. | Hyderabad, Telangana, India | Feb 2021 - May 2023**

- Supervision on the design and format of marketing collaterals, branding elements and digital media.
- Overseeing the execution of the visual identity of the theme across all aspects of the event's such as upfront logos and graphics, digital sales kit, and PowerPoint presentation templates.
- Create a comprehensive social media strategy to promote the group and its product.
- Managed all social media platforms; results include the increase of likes on Facebook page, followers on Instagram.
- Collaborating with internal team members to brainstorm promotional programs, platforms, and shopper activations.
- Efficiently handled the Exhibitions and Events creative support activity.
- Driving corporate marketing, branding initiatives and participating in client pitch.
- Video Production & Editing of Promos, Exhibition & Conference Coverage
- Responsible for vendor management & cost control.
- Working closely with the sales team & management in driving business growth.

### **Creative/Social Media Manager | Mia Moon Fashion & Jewellery | Kingdom of Bahrain | Jan 2018 - Jul 2020**

- Create a comprehensive social media strategy to promote the group and its product.
- Managed all social media platforms; results include an increase in likes on the Facebook page over the course of two months and followers on Instagram over the course of four months.
- Collaborating with internal team members to brainstorm promotional programs, platforms, and shopper activations.
- Overseeing the execution of the visual identity of the theme across all aspects of the events, such as upfront logos and graphics, digital sales kit, and PowerPoint presentation templates.

### **Creative & Marketing Manager | Oasis Innovation | Kingdom of Bahrain | Nov 2014 - Jul 2017**

- Responsible for design, editorial and new product development.
- Responsible for designing, event planning and coordinating with vendors for successful execution.
- Handled the tasks of designing advertising ads for leading newspaper.
- Created and supervised production of printed materials in support of product awareness, brand identity and sales.

### **In Creative Manager | FaBa Commercial Services W.L.L | Kingdom of Bahrain | Sep 2010 - Jul 2014**

- Responsible for design, editorial and new product development.
- Responsible for designing, event planning and coordinating with vendors for successful execution.
- Handled the tasks of designing advertising ads for leading newspaper.
- Created and supervised production of printed materials in support of product awareness, brand identity and sales.

### **Art Director | Visuals W.L.L | Kingdom of Bahrain | Sep 2007 - Aug 2010**

- Responsible for handling major design projects on both print & web.
- Designing brochures, posters, ad campaigns, handbooks, Logos.
- Multimedia presentation, logo designing etc.

**Junior Art Director | 1st Media Advertising L.L.C | United Arab Emirates | Nov 2005 - July 2007**

- Designing brochures, posters, ad campaigns, handbooks, Logos, Packaging design.

**Studio Manager | Percept | Hyderabad, Telangana, India | Feb 2000 - Oct 2005**

- Designing brochures, posters, ad campaigns, handbooks, Logos, Packaging design.

**Senior Graphic Designer | Market Missionaries Advertising Pvt. Ltd | Hyderabad, Telangana, India | Feb 1993 - Jan 1999**

- Designing brochures, posters, ad campaigns, handbooks, Logos, Packaging design.

EDUCATION

**Diploma in Fine & Applied Arts | Rajiv Gandhi Proudhyogiki Vishwavidyalaya (RGPV) | Bhopal, India | 1992**

**Diploma Multimedia & Graphics | Hyderabad, Telangana, India | 1997**

SKILLS

Adobe Creative Suite • Photoshop • Illustrator • InDesign • HTML • Social Media • PowerPoint • Excel • WordPress • Web designing • Conventional and Big Format Printing • Video and Audio Creative • Production Process • Management Budgeting • Creative direction • Design leadership and strategy • Brand identity development • Team growth and management • Brand experience design • Campaign development • Systems thinking • Process and system development • Budget oversight • Mentoring and coaching • Change management • Time Management.

LANGUAGE

English • Hindi • Telugu • Malayalam

PERSONAL DETAILS

| Current location | Nationality | Marital status | Valid driving license |
|------------------|-------------|----------------|-----------------------|
| Dubai            | Indian      | Married        | India / Bahrain       |