



ANIL KULKARNI

ASSOCIATE CREATIVE DIRECTOR (ART)

A highly-experienced, concept-driven, multi-skilled, smart-thinking Creative professional

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To thrive in a flourishing, creative and imaginative environment, build immersive art, creative experiences, campaign, platforms, products and communities.

With over 16+ years of rich experience in Digital Media, Social Media, Motion Graphics, Mainline Advertising and Integrated Communications, I have worked across industries like Finance, Real Estate, Hospitality, Insurance, Lifestyle. I have been serving MSL for 12+ years and currently designated as Associate Creative Director-Art.

I've always been very passionate about creativity. I strive to make my creative work stand out by communicating in a visually arresting and effective manner. I like the traditional approach of scribbling my thoughts, Ideas and use improvisation to filter out the best ones.

I personally believe the future of communication, marketing and behaviour shall be routed through conversations, visuals and emotions. To keep consumers engaged we have not just show them what they have not seen but also to engage them for a longer time through information they would like to archive.



Knowledge

✦ **Skills** - Creative Direction, Art Direction, Design Direction, Creative Communication, Integrated Communication, Concepts, Campaigns, Visuals, Branding and Visual Identity, Motion Graphics, Shoots

✦ **Channels** - Digital Media, Social Media, Direct, Print, Outdoor, Brand, Video, Animation, In-Store, Social, Experiential, ATL, BTL, B2C, B2B

✦ **Sectors** - Finance, Real Estate, Hospitality, Insurance, Food, Lifestyle, Entertainment, Retail, FMCG, Healthcare & Pharmaceutical, Technology, Education, Non-Profit

✦ **Technical** - Adobe Illustrator, Adobe Photoshop, Adobe After Effects



Experience

ASSOCIATE CREATIVE DIRECTOR (ART)

ORGANIC by MSL (Publicis Groupe), Mumbai - April 2017 to Present

MSL is Publicis Groupe's public relations and integrated communications network, one of the world's largest. Currently working with ORGANIC by MSL. A digital/Social media agency of MSL India. In span of 12+ years here I have worked from Digital Media, Social Media, Motion Graphics, integrated communication to mainline advertising.

CORE RESPONSIBILITIES:

- Manage and mentor the creative team (Art Director, Visualisers, and Animators)
- Manage creative projects, direct Art Directors / Designers / Writers, and provide actionable feedback
- Interpret creative briefs, create rough drafts, and present ideas
- Lead and facilitate brainstorming sessions
- Work on day-to-day tasks and new business pitches with the copy and content teams
- Schedule regular team training sessions on relevant creative industry trends
- Work with client service to speed up proposals and timelines
- Establish priorities and delegate tasks to others
- Collaborate with IT and designers to ensure that relevant and current technologies are implemented
- Manage third-party resources and vendors such as writers, illustrators, designers, photographers and printers
- Plan and direct photo shoots

BRAND HANDLED - Bill & Melinda Gates Foundation, Lodha Developer, Ocean Spray Drinks, Pfizer, Amazon India, Neustar, VFS Global, Ministry Of Aayush India, Mahindra Hariyali, Reckitt Benckiser, IFB Fresh Catch, IFB Minute meals, IDBI Bank, PharmEasy, Skoda India (Corporate), MagicBricks.com, Panasonic, Times Passion, MirrorTribe, Mondelez India, Credai, SBUT, Future Generali Life Insurance, Monsanto India, Jain Irrigation, JICA India, Fintech Valley Vizag, Mumbai Fintech, Mahindra Cero, Natural Remedies, Randstad

CREATIVE GROUP HEAD

ORGANIC by MSL (Publicis Groupe), Mumbai - April 2016 to March 2017

BRAND HANDLED - Reckitt Benckiser, Burrp!, JICA India, Pfizer, Rohan Lifescape, Future Generali Life Insurance, Monsanto India, Jain Irrigation, JICA India, Pearl Academy, Sanghavi Real Estate, IFB Fresh Catch, Saint Gobain etc.

SR. ART DIRECTOR

ORGANIC by MSL (Publicis Groupe), Mumbai - April 2014 to March 2016

BRAND HANDLED - Reckitt Benckiser, Burrp! JICA India, IFFCO, Able-Ag, Mahindra Cero, Sony Pix, Future Learning, Pfizer, Rohan Lifescape, Glenmark, Fino Paytech, Alpha Payment Services, Sanghavi Real Estate, etc.

ART DIRECTOR

MSLGroup Creative+ (Publicis Groupe), Mumbai - May 2010 to March 2014

A creative arm of MSLGroup India. India's largest PR and Social Media network. I have worked from mainline advertising to BTL communication for some of India's leading brands.

BRAND HANDLED - Sushil Finance, Sony Pix, Future Learning, ACC Cement, ADF Foods, Sanghavi Real Estate, Glenmark, Fino Paytech, Courtyard Marriott Hotel Mumbai, Saint Larn Hotel, Alpha Payment Services, Saint Gobain etc.

SR. VISUALIZER

BrandWhiz, Mumbai - July 2007 to April 2010

An independent well-known creative consultancy firm. At Brandwhiz I worked on several lifestyle brands. Worked for both ATL and BTL clients.

BRAND HANDLED - Diamond Show, Adora Jewellery, Diti Jewellery, Gitanjali Gems, Swaranjali, ME, JL Morison, DiamondWorld.com etc.

VISUALIZER

Vinegar Creatives, Mumbai - April 2004 to June 2007

An Independent creative consultancy firm. While at Vinegar Creatives I worked on several FMCG, consumer durables and ATL, BTL Clients.

BRAND HANDLED- RR Kabel, Amfco Shipping, Ornate Kitchen, Sai Maritime, GTC, City Girl Clothing, Radico Khaitan etc.

Awards

CAMPAIGN: **#YogaForHumanity** - International Day of Yoga 2022
CLIENT: Ministry of Ayush, Government of India

2022: **India Content Leadership Awards 2022- Gold**
CATEGORY: Most Engaging Content in a Digital Marketing Campaign

CAMPAIGN: **#GlobalAyushSummit**
CLIENT: Ministry of Ayush, Government of India

2022: **India Content Leadership Awards 2022- Gold**
CATEGORY: Best Content in a Social Media Marketing Campaign

CAMPAIGN: **#DeliverThanks**
CLIENT: Amazon India

2022: **THE MOMMYS - Winner**
CATEGORY: The out of the box award

2022: **PR Awards Asia 2022 - Bronze**
CATEGORY: Best Video Story-telling

CAMPAIGN: **#PledgetoReuse**
CLIENT: Amazon India

2021: **Velocity Awards - Gold**
CATEGORY: Best Use of Video by a Corporate or Brand

CAMPAIGN: **#KeepItReal**
To help make conversations about erectile dysfunction (ED)
CLIENT: Pfizer Upjohn India – Viagra

2021: **South Asia SABRE Awards - Gold**
CATEGORY: Digital Campaign

2021: **Velocity Awards - Silver**
CATEGORY: Best Social Media Campaign of the Year

CAMPAIGN: **#KalkiTayyari**
Raising awareness for cancer and FGLI's Cancer product
CLIENT: Future Generali Life Insurance

2019: **KALEIDO AWARDS'19 - Bronze**
CATEGORY: Best Use of Content

2019: **KALEIDO AWARDS'19 - Bronze**
CATEGORY: Best Campaign in BFSI

2018: **MSL MAESTROS 2018 - Gold**
CATEGORY: Brand/Consumer campaign of the year

CAMPAIGN: **#CelebrateDifferently**
CLIENT: Mahindra Hariyali

2019: **PR Awards India 2019 - Gold**
CATEGORY: Integrated Marketing

2019: **PR Awards India 2019 - Silver**
CATEGORY: Corporate Social Responsibility

CAMPAIGN: **Nayi Umeed - #ChangelsNear**
CLIENT: Saifee Burhani Upliftment Trust (SBUT)

2018: **Creative ABBY Awards - Gold**
CATEGORY: Crisis Communication and Issue Management

2018: **Creative ABBY Awards - Silver**
CATEGORY: Integrated Campaign led by PR

2018: **Fulcrum Awards - Gold**
CATEGORY: Best Management of Crisis

CAMPAIGN: **Fuelling a Fintectonic Metamorphosis in India**
CLIENT: Fintech Valley Vizag

2018: **IPRCCA - Gold**
CATEGORY: Product & Promotion Campaign (Financial Service Sector)

CAMPAIGN: **Burrrp NYE Hunt** Instagram campaign
CLIENT: Burrrp!

2016: **South East Asia Sabres Awards: Certificates of Excellence**
CATEGORY: Best Digital Campaign

CAMPAIGN: **RB Mavericks Case Challenge**
CLIENT: Reckitt Benckiser

2014: **MSL Group Core Value Champions Award - Gold**
CATEGORY: Best Integrated Campaign of the Year

2014: **MSL Group Core Value Champions Award**
CATEGORY: Best Creative of the Year

CAMPAIGN: **UDAAN**
CLIENT: Future Learning- Future Group

2012: **RMAI Award** (Rural Marketing Association of India Award): **Gold**
CATEGORY: Most innovative poster / POP

2012: **RMAI Award** (Rural Marketing Association of India Award): **Bronze**
CATEGORY: Initiative for empowering, social uplift for employment of women & children



Personal Details

Birth Date
3rd July 1978

Marital Status
Married

Language
**English, Hindi,
Marathi**

Home
**Flat No. C1-601,
6th Floor,
Mohan Paradise 2,
Wayle Nagar,
Kalyan West-421301**



Education

DIP. A. ED. (Diploma in Art Education), Mumbai Board - 2003-2004
B.F.A. (Applied Art), Govt. School of Art, Aurangabad - 1999-2003
Art Teacher Diploma, Mumbai Board - 1997-1999

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