

SAURABH NASHIRABADKAR

C R E A T I V E M E D I A H E A D

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P R O F I L E

Dedicated creative industry professional with 12 years of experience, adept at overseeing Graphic Design, Motion Graphic/Video Production, Content Writing, and Web Design/Development. Seeking a challenging role as a Creative Director or Creative Manager to leverage my managerial expertise in leading and inspiring creative teams.

- 12 years of progressive experience in the creative industry.
- Proven track record of managing and mentoring teams of up to 20 individuals.
- Proficient in Visual Designing (Graphic Design, Motion Graphic/Video Production, Content Writing, and Web Design/Development).
- Strong leadership and strategic planning skills to drive creative projects to success.
- Exceptional communication and collaboration abilities.

L A N G U A G E S

English



Marathi



Hindi



E D U C A T I O N & C E R T I F I C A T I O N S

Bachelor of Science - Information Technology

- Degree
- University of Mumbai (2016)

Digital Marketing and Brand Communications

- Advance Certificate
- MICA (UpGrad) (2023)

Advanced Google Analytics

- Certification
- Google Analytics Academy (2021)

Google Analytics Individual Qualification

- Certification
- Google Skillshop (2021)

The Fundamentals of Digital Marketing

- Certification
- Google: Digital Unlocked

Google Ads - Display

- Certification
- Google Skillshop

EXPERIENCE

CORPORATE

Alembic Pharmaceuticals Ltd.

Deputy Manager - DigiLabs

July 2023 - Current

Mumbai, India

- Lead and manage a team of 20 creative professionals across Graphic Design, Motion Graphic/Video Production, Content Writing, and Web Design/Development.
- Provide strategic direction and oversee the execution of creative projects, ensuring they meet quality standards and deadlines.
- Collaborate with cross-functional teams to align creative initiatives with business objectives.
- Mentor team members to foster their professional growth and enhance their skills.
- Spearhead the development of creative concepts and solutions, delivering innovative and impactful campaigns.
- Actively involved in research and development efforts related to AI technology, contributing to the company's technological advancement.

Logicserve Digital Pvt. Ltd.

Creative Director - Art

Jan 2022 - July 2023

Mumbai, India

- Creative Team Leadership: Managed and mentored a 12-member creative team, fostering their skills and professional development.
- Talent Recruitment: Actively involved in talent acquisition, enhancing the team's expertise and capabilities.
- Client-Department Liaison: Bridged communication gaps between clients and the creative department, ensuring smooth collaboration.
- Media Proficiency: Demonstrated expertise in both digital and print media, contributing to versatile project execution.
- Strategic Brainstorming: Instrumental in strategic brainstorming sessions for client pitches, driving innovative ideas and solutions.
- Brand Strategy Execution: Developed and implemented creative strategies for brand enhancement including UI/UX, focusing on high-quality results.
- Precision and Mentorship: Emphasized precision and attention to detail in projects, setting high standards for the team while also mentoring them in their creative journey.
- Diverse Brand Experience and Contributions: Worked with brands like TATA AIA, HDFC Home Loan, Canon, Casio, G-Shock, Haldiram's, Heartfulness, Lighthouse Learning, and Euroschool, etc. Contributed by writing scripts, designing campaigns, and playing a key role in the pitch team to acquire new clients.

Bodhi Tree Multimedia

Creative Production Manager

Aug 2020 - Dec 2021

Mumbai, India

- Production House Role: Worked full-time at a Mumbai-based production house, primarily on a Netflix web-series project.
- Creative Department Management: Oversaw multiple creative departments including Costume, Hair and Makeup, Sound, Camera, Lighting, and Set Design.
- Collaborative Decision-Making: Coordinated with heads of each department to make creative decisions and communicated these to the Direction team.
- Logistics Coordination: Handled all logistics for the entire crew, ensuring smooth operation of the production process.
- Reporting Structure: Reported directly to the Executive Producer of the web-series, playing a key role in the project's execution and success.

EXPERIENCE

CORPORATE

A.S.A. Ventures

Media Production Specialist

Jan 2018 - March 2020

Dubai, UAE

- Dual Vertical Management: Oversaw both Graphic Solutions and Video Production verticals within a venture capital firm serving a portfolio of startups.
- Creative Strategy Development: Collaborated closely with the marketing team to brainstorm and implement creative solutions for startup marketing strategies.
- Diverse Creative Output: Focused on producing varied content including Social Media, Print Ads, Digital Ads, Digital Audio-Visuals, TV Commercials, Website and App Designs.
- Resource Management and Team Leadership: Responsible for procuring new tools and software, managing the team, and distributing tasks effectively.
- Collaborative Hiring and Internal Marketing: Worked in conjunction with HR for creative hiring and contributed to internal marketing solutions and growth initiatives for ASA Ventures' PR team.

CampHire

Sr. Visualiser / Video Production Specialist

June 2015 - Oct 2017

Mumbai, India

- Team Management: Led a team of four, overseeing all graphical requirements including Web Digital Ads, Packaging, Interviews/Testimonials Shoots, and occasionally TV Commercials (TVCs).
- Brand Collaborations: Worked with prominent brands like Asian Paints and Eureka Forbes, contributing to various advertising and marketing projects.
- Creative Writing: Authored scripts for Asian Paints advertisements, showcasing versatility in creative content creation.
- Performance Analysis and Mentorship: Regularly evaluated individual team member performances, identifying gaps and providing targeted mentorship to enhance skills.
- Specialized Training: Organized and conducted training sessions on specific topics as needed to ensure team proficiency and skill development.

Experian

Sr. Visualiser

Feb 2014 - Feb 2015

Mumbai, India

- Specialised in Emailer and Paid Ads Design: Worked on designing strategies for brands such as TATA Docomo, Make My Trip, and Mail Chimp.
- Team Leadership: Managed and guided two subordinates within the creative department.
- SOP and Guidelines Development: Responsible for creating Standard Operating Procedures and guidelines to orient new members in the creative department.
- Research and Development: Focused on making static designs interactive to enhance user engagement, pioneering interactive design elements during that period.
- Training and Skill Development: Conducted monthly training sessions for the team on new tools and strategies for creating marketing collaterals.

FEATURED FREELANCE

Kacheri

Marketing / Creative Head

Cookies & Beans

Creative Head

Sewa Bharti, J&K

Creative Director

BBros Studios

Video Production Head

Sairaj Media

Associate Director

SKILLS & AWARDS

SKILLS

Management Skills:

- Communication
- Leadership
- Problem-Solving
- Time Management
- Negotiation
- Adaptability
- Stakeholder Management
- Conflict Resolution
- Client Relationship Building
- Emotional Intelligence

Creative Skills:

- Visualisation
- Designing
- Concept Development
- Storytelling
- Photography
- Script Writing
- Cinematography
- Motion Graphics
- Video Editing
- UI/UX

Software/Tool Skills

- Adobe Creative Cloud
- Final Cut Pro X
- Figma
- Handbrake
- Google Analytics
- Facebook Business Suite
- Hootsuite
- Film Production Softwares

HOBBIES

- Playing Tabla
- Cricket
- Playing CS:GO
- Watching Movies/TV Series
- Listening Music
- Trying different Food
- Internet Surfing

ACHIEVEMENTS & AWARDS

ADs of the World

Clio Network

We spearheaded the 'Teacher's Day' Campaign for Lighthouse Learning Group, crafting the script myself and rallying our entire team's dedication. Our efforts garnered attention as we were featured on 'ADs of the World'. The icing on the cake? Our video hit a whopping 1 million organic views on YouTube within weeks. The ripple effect of this success was evident in our business growth too—we proudly added three more school brands from the 'Lighthouse Learning Group' to our portfolio. It was a win on multiple fronts: recognition, outreach, and business expansion.

The ABBYs

Goa Fest 2022

We won 2 Abby Awards for our Canon and Euro Kids Campaigns! It was a huge moment for my team and me because these awards are really important in the world of advertising in India. And you know what's even cooler? The big boss from Canon, the CEO, came all the way to India just to check out our work! He said our campaign here was even better than what they did in Japan. That felt incredible!

Best Actor

Mumbai University

While I was in college, I joined a theater group. I was lucky to have a great teacher from NSD who taught me a lot about acting. With his help, I took part in competitions and actually won quite a few. But the coolest thing was winning the 'Best Actor' award at the Mumbai University Youth Festival two times in a row. Those times on stage, learning and performing, were the best part of my college days.

Best Cinematography and Best Editing International Film Festivals

I created a little movie called 'Mumbai with Love' and took it to lots of festivals. Surprisingly, I won awards for it! At the Goa International Film Festival, I got the Best Cinematography award, and at the Noida International Film Festival, I got the Best Editor award. These wins actually helped kickstart my career in video production. It was like these awards opened a big door for me to step into the world of making videos professionally.