

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

Innovative and results-driven creative industry professional with 13 years of progressive experience across Graphic Design, Motion Graphics & Video Production, Content Writing, and Web Design & Development. Adept at leading multidisciplinary creative teams, driving brand vision, and delivering high-impact solutions that align with business objectives.

- Proven track record of managing, mentoring, and inspiring creative teams of up to 20 members.
- Expertise in conceptualizing and executing 360° creative campaigns across digital and print platforms.
- Strong leadership and project management skills with a strategic mindset to translate ideas into compelling visual and verbal communication.
- Highly collaborative, with excellent communication skills and a talent for aligning stakeholders and creative talent around a unified vision.
- Passionate about innovation, storytelling, and elevating brand experiences through thoughtful design and execution.

Now seeking a dynamic and challenging leadership role as a Creative Director or Creative Manager to contribute strategic direction, foster creative excellence, and drive meaningful brand impact.

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

Knox Business Group Pty Ltd

Creative Head

July 2023 - Current

New South Wales, Australia (Remote working from India)

- **Brand & Design Leadership:** Built the complete brand identity for Knox Foods and led 100% of creative output across packaging, digital platforms, print, and marketing. Delivered creative assets for 30+ product SKUs and over 150 marketing collaterals, maintaining consistent brand guidelines across 10+ touchpoints including packaging, website, sales decks, and social media.
- **Team Management:** Led and mentored a cross-functional creative team of 23 professionals, overseeing 35-45 projects per month with a 95% on-time delivery rate and improved team productivity by ~20% through better workflows and planning.
- **Working with Other Teams:** Partnered closely with product, sales, and marketing teams on 50+ campaigns and sales initiatives, translating complex ingredient and technical information into simple, compelling messaging that supported client pitches and improved sales conversations.
- **Launched Kooka AI:** Conceptualized and launched Kooka, an industry-first AI chatbot in the food ingredient space, handling 1,000+ customer interactions in the first few months and reducing repetitive sales queries by ~30%.
- **Improved Company Culture:** Launched the "Bound to Win" internal campaign and redesigned the career page, contributing to a noticeable rise in employee engagement and a ~40% increase in inbound job applications.
- **Website Restructuring & Redesign:** Led the complete website restructuring and redesign project involving 120+ pages, improving navigation, content clarity, and UX, and contributing to a ~35% increase in website engagement and improved B2B lead quality.
- **Podcast Ideation & Execution:** Created and launched a podcast series featuring 12+ top chefs from Australia, managing end-to-end production across 20+ episodes, helping position Knox Foods as a thought leader in the industry.

Logicserve Digital Pvt. Ltd.

Creative Group Head - Art

Jan 2022 - July 2023

Mumbai, India

- **Creative Leadership & Mentorship:** Led a 12-member team, recruited talent, and mentored them to deliver high-quality, detail-oriented work.
- **Client & Strategy Collaboration:** Acted as a bridge between clients and the creative team, contributing to strategic brainstorming and pitch development.
- **Media & Brand Execution:** Delivered impactful creative strategies across digital, print, and UI/UX, ensuring effective brand communication.
- **Multi-Brand Experience:** Worked on campaigns, scripts, and pitches for top brands like English Oven, Cremica Biscuits, TATA AIA, HDFC, Canon, Casio, G-Shock, Haldiram's, and more.

A.S.A. Ventures

Media Production Head

Jan 2018 - Oct 2021

Dubai, UAE

- **Vertical & Team Management:** Led both graphic and video teams, overseeing tools, task allocation, and creative hiring for a venture capital firm.
- **Creative Strategy & Execution:** Partnered with marketing to develop and deliver creative campaigns for startup branding and growth.
- **Multi-Platform Content Creation:** Produced diverse assets across social media, print, digital,

EXPERIENCE

CORPORATE

CampHire

Sr. Visualiser / Video Production Specialist

June 2015 - Oct 2017

Mumbai, India

- **Creative Team Leadership:** Managed a team of four handling web ads, packaging, testimonial shoots, and occasional TVCs.
- **Brand & Content Work:** Collaborated with brands like Asian Paints and Eureka Forbes; also wrote ad scripts, highlighting creative versatility.
- **Training & Mentorship:** Conducted targeted training sessions and regularly reviewed team performance to support skill growth.

Experian

Sr. Visualiser

Feb 2014 - Feb 2015

Mumbai, India

- **Emailer & Ad Design Expertise:** Created design strategies for top brands like TATA Docomo, Make My Trip, and Mailchimp, with a focus on interactive visuals.
- **Team & Process Management:** Led two team members and developed SOPs and guidelines for onboarding and creative consistency.
- **Training & Innovation:** Conducted monthly training sessions and introduced new tools to boost design quality and team skills.

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

HARD SKILLS

Software/Tool 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

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.

HOBBIES

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