

JOSHY MATHEW

CREATIVE DESIGNER

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PORTFOLIO LINK



PROFILE INTRODUCTION

Experienced marketing professional specialised on creative design, internal communications and digital marketing designs. Started my career as a Visualiser and slowly moved up the ladder managing larger teams focusing on hard core advertising, digital marketing and video ads. An advertising professional finding simple, personal connections between brands and people. Digital or traditional, advertising is most effective when it is conceptual, impactful, and executed explicitly. Every project is an opportunity to create award-winning work that produces tangible results for my clients. Over the years, I have built a credible track record of crafting unique ads and marketing campaigns with high design sensibilities that helped brands build and thrive in highly competitive markets.

PERSONAL SKILLS

Strong analytical ability, impeccable design sensibility | Highly developed communication skills | Ability to build relationship with colleagues and clients Always a 'can do' attitude and adaptable to shifting academic priorities | Ability to think creatively, strategically & technically and to efficiently manage multiple projects simultaneously | Capacity to work well under pressure | Strong sense of responsibility & desire to get things done properly

PROFESSIONAL EXPERIENCES

AUG 2017 - AUG 2020

Creative Director | Zoomcar India Private Limited

Outlining and creating specific requirements for all our digital marketing needs such as Social media, CRM and Marketing collaterals including (Ads, Social Media Banners, Videos etc.) to boost consumer engagement and sales for all our 45+ operational cities across the country

Spearheads successful and well-received digital campaigns and social media ads on new offers, products and services, launches which raises the brand-customer relationship

Hands on development of all projects from genesis to delivery including ideation and creatives

Maintains continuity throughout all projects both technically and creatively

Trained and mentored creative departments in digital and interactive best practices to achieve creative excellence in development and project progression. Also, oversees the activity and output of individual creatives that were assigned to specific team members

Proactive in directing and managing multiple assignments simultaneously within established timeframes and budgets

Leads creative brainstorming sessions to maximize the creative flow and presenting to the product team/marketing team with multiple creative options and ensuring overall satisfaction and direction

Key Accomplishments

Created brand guidelines and communication strategy for the company
Successfully launched 32 new cities in India (expanded from 13 cities to 45 Cities) | Improved the CTR by 40% on all the CRM channels | Managed all aspects of campaign design including innovation, development and implementation by using agile work flow to cut process waste by 45%

Corporate Awards

2017-2018

Gem of the Year,

Zoomcar India Pvt. Ltd.

AUG 2016 - APR 2017

Creative Director | Maa Bozell Communications

Led a small team on a variety of projects and delivered creative solutions to meet and exceed client's expectations in both digital and print formats.

Worked to build robust case studies on successful work and proposed innovations to lead client perceptions, creative ideation and new business

Provided digital strategy, expertise, leadership and served as a resource for creative and account groups for all things that are digital and interactive

Oversaw and managed creative design output across numerous projects including branding and corporate identity projects-from initial client engagement, through on-going production to final delivery

Hands-on experience in creating artworks, developing strong client relationships, eliciting client vision & direction, and presenting and selling creative concepts

Developed social media marketing campaigns for clients and created original creatives based on the requirements that helped generate their sales.

Key Accomplishments

Landed Mobileum account, led their complete rebranding, presiding over a period of 15% revenue growth per year | Managed the creative and production quality for new clients during the test/pilot through transition and implementation stages effectively with 100% client satisfaction | Rebuilt the legacy of an award winning agency by creating award winning campaigns and bagged BIG BANG AWARDS after many years.

APR 2013 - AUG 2016

Associate Creative Director | Maa Bozell Communications

Led brainstorming and conceptualisation to provide innovative thinking to clients and internal teams. Managed the creative process and provided directions to the creative team. Executed all phases of the project lifecycle – both creative and execution. Worked closely within all areas of the brand to ensure consistency of branding and messaging. Collaborated with other stakeholders within the company as well as outside advertising, marketing, pre-media and production agencies to define and produce requirements through direct mails (catalogs, brochures, mailers), in-store (POP, displays, etc.), events (presentations, programs, overall look & feel of the event) and trade (all media) creative projects.

APR 2011 - MAR 2013

Art Director | Tenet Advertising

Worked closely with designers to ensure that design specifications are correctly implemented and presented to the Creative Director. Executed artworks, including internal communications, employee engagement and marketing collaterals. Helped establish and reinforced consistent interactive design patterns across platforms. Contributed expertise to brainstorming meetings about creative possibilities and timeline. Organized and architect content/features/functionality for new and existing websites. Brought and trained design lens to each Artwork and was vigilant about styling, art and typography for both print and digital.

Corporate Awards

Big Impact Performer, 2011-2012,
Tenet Advertising

MAY 2008 - APR 2011

Sr. Visualiser | Aim High Consulting

Created layered files and print and web production ready files. Developed numerous marketing outputs (logos, brochures, newsletters, infographics, presentations, and advertisements) and guaranteed that they exceeded the expectations of our clients. Managed up to 5 projects or tasks at a given time while under pressure to meet weekly deadlines. Served as a key player in agency's evolving workflow process. Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.

Corporate Awards

Man for all Seasons, 2008-2009,
Aim High Consulting

CLIENTS WORKED WITH

3M, Accenture, Flipkart.com, Suvarna TV, Columbia Asia Hospital, Wipro Technologies, BCIL, MRF, KSB Pumps, Nanjappa Hospital, BOSCH, Brillio, Embraco, Forum, Transferet Relocation, Cotton Plus, Manjushree Technopac, Elbet, AB Minacs, Right Horizon, IRIS, Cloudnine Hospitals, Merittrac, UL, Mobileum Inc. Toyota, Mantri Builders, Sherpify, PTC, OYO rooms, etc.

ACHIEVEMENTS

BIGBANG AWARDS 2016 - Direct Mailer - Gold | Client: Pluralsight | Agency: Maa Communications

BIGBANG AWARDS 2015 - Direct Mailer - Silver | Client: Mobileum Inc. | Agency: Maa Communications

Use of LinkedIn - Silver | Client: Mobileum Inc. | Agency: Maa Communications

EXCHANGE4MEDIA IPRCCA 2013 - Internal Communication Campaign - Gold |

Client: Flipkart India Pvt, Ltd. | Agency: Tenet Advertising

PRCI AWARDS 2013 - Corporate Brochure/Coffee Table Book - Gold | Client: Manjushree Technopack | Agency: Tenet Advertising

Corporate Advertising Campaign - Appreciation | Client: BESCO | Agency: Tenet Advertising

BIGBANG AWARDS 2012 Internal Communication Campaign - Gold | Client: Flipkart India Pvt Ltd | Agency: Tenet Advertising

CSR Campaign - Gold | Client: Flipkart India Pvt Ltd | Agency: Tenet Advertising

Recruitment Ad Campaign - Silver | Client: BCIL | Agency: Tenet Advertising

Internal Communication Campaign - Silver | Client: 3M India | Agency: Tenet Advertising

EDUCATION

JUN 2006 - MAY 2008 - Master of Fine Arts | Visual Media | Amrita School of Arts and Sciences

JUN 2001 - MAY 2004 - Bachelor of Fine Arts | Visual Communications | Govt College of Fine Arts, Chennai

SOFTWARES SKILLS

ILLUSTRATOR 

PHOTOSHOP 

INDESIGN 

PREMIER 

FCP 

SKETCH 

ADOBE XD 

ZEPLIN 

PRINCIPLE 

COREL DRAW 

PASSION

Arts - Painting, drawing and wood work

Editing - Videography and Photography