

## L. SHANKAR

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**Portfolio Link:** <https://www.behance.net/shankar06>

### Objective

Seeking a senior/mid-level role in Creative Design or Marketing within a reputed organization, preferably in Real Estate or Advertising, to leverage my expertise in digital, print, newspaper, and brand communications.

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### Profile Summary

- Performance-driven creative professional with extensive experience in design, advertising, real estate marketing, digital campaigns, corporate branding, and newspaper/print collaterals.
  - Expert in conceptualizing, visualizing, and delivering high-impact campaigns across print, digital, outdoor, and newspaper platforms of various sizes.
  - Skilled in leading creative teams, coordinating with vendors, photographers, and stakeholders to deliver error-free, visually compelling output.
  - Proficient in magazine design, newsletters, outdoor campaigns, digital ads, brochures, emailers, corporate collaterals, and newspaper advertisements.
  - Collaborated with reputed brands including Samsung India, Xerox, Adobe, Oberoi Hotels, Hero Cycle, Hindware, Airtel, and major Real Estate developers such as Godrej, Shapoorji Pallonji, Lodha, Mahindra Lifespaces, L&T Realty, Piramal Realty, Runwal, Hiranandani, and Emaar India.
  - Designed and revitalized magazines including Business of Beauty, Shoes & Accessories, Images Franchise, Sportswear International, Images Retail, and Wisemoney.
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### Core Competencies

- Creative strategy, visual storytelling, and brand-consistent design execution.
  - End-to-end campaign development for print, digital, outdoor, and newspaper advertisements.
  - Quality assurance and pre-press management for flawless output.
  - Leading and mentoring creative teams, ensuring timely task completion.
  - Concept development for interior/exterior visuals and integrating design with structural requirements.
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### Professional Experience

#### **SMC Realty, New Delhi – Sr. Manager (Creative) - Digital Marketing**

**Sep 2017 – Present**

- Lead digital marketing and creative teams across multiple real estate projects.
- Conceptualize and design creatives for social media, microsites, newsletters, and newspaper ads of various sizes.
- Plan, layout, and execute outdoor advertising campaigns and real estate event visuals.

- Oversee all marketing collaterals including digital ads, print ads, display ads, emailers, newsletters, magazines, hoardings, banners, standees, brochures, leaflets, presentations, 3D mailers, and newspaper advertisements.
- Maintain brand standards and ensure consistent image quality, color correction, and pre-press readiness.

#### **Images Multimedia Group, New Delhi – Creative Supervisor**

**Jul 2009 – Aug 2016**

- Managed a creative team to design magazine covers, layouts, and newspaper ads.
- Supervised image editing, color correction, and print quality.
- Coordinated electronic and promotional campaigns to meet deadlines.

#### **Wunderman India Pvt. Ltd., Gurgaon (WPP Group) – Creative Supervisor**

**Mar 2007 – May 2009**

- Conceptualized and executed advertising campaigns, brochures, posters, direct mailers, and newspaper advertisements.
  - Collaborated with photographers and production teams to ensure final output quality.
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### **Tools & Expertise**

- Design & Editing: Adobe InDesign, Photoshop, Illustrator, CorelDraw, PageMaker, QuarkXPress
  - Platforms: Mac & PC
  - Specialties: Digital & print campaigns, newspaper ads (all sizes), magazine design, corporate branding, outdoor advertising, emailers, newsletters, landing pages, pre-press, color correction, photo editing, and team leadership.
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### **Select Clients**

**Real Estate:** Godrej, Shapoorji Pallonji, Sobha, Mahindra Lifespaces, Lodha, L&T Realty, Piramal Realty, Runwal, Hiranandani, Emaar India

**Other Brands:** Samsung India, Xerox, Adobe, Oberoi Hotels, Radisson Hotels, Bharti Airtel, Hero Cycle, Aquawhite

**Magazines:** Business of Beauty, Shoes & Accessories, Images Franchise, Sportswear International, Images Retail, Wisemoney

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### **Education**

- MBA (Marketing) – Pondicherry Central University
- PGD in Marketing Management – Annamalai University, Tamil Nadu
- BBA – Annamalai University, Tamil Nadu
- Diploma in Printing Technology (3 years) – NRIPT, Allahabad, U.P.

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### Personal Details

- Languages: English, Hindi
  - Gender: Male
  - Nationality: Indian
  - Marital Status: Married
  - Passport: Yes
  - Residence: 249, Mayur Vihar, Phase-1, Delhi-110091
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**Place:** New Delhi

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