



ADWAIT RATHOD



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PROFILE SUMMARY

My journey began with producing a Marathi film named 'Mahanayak Vasant Tu...' which gave me an experience of heading and managing large teams from creative, marketing, advertising as well as financial departments. This ignited a passion for creativity, marketing and advertising. With experience across administrative roles in advertising, construction, and film production, I excel in enhancing client satisfaction and team performance.

At my current role, I oversee the visual and conceptual aspects of a project, guiding artistic vision, ensuring consistency, and maintaining brand integrity. I generate innovative ideas, and translate concepts into compelling designs across various mediums.

Additionally, I develop and implement strategies to effectively convey brand messaging, utilizing various channels such as advertising, public relations, and digital platforms. I analyze market trends, manage campaigns, and ensure cohesive brand communication.

I have driven significant business growth by securing projects of a larger ticket size, notably from a major MNC, with consistently delivering high quality within the stipulated time. I have supervised video and photo shoots; planned events and exhibition along with collateral designs.

EXPERIENCES

FORESIGHT ADVERTISING PVT. LTD. **11/2022 - Present**
CREATIVE DIRECTOR **10/2019 - 11/2020 &**

I lead and manage client interactions, team coordination, and project deadlines. Crafting social media strategies, handling vendor communications, overseeing events, and supervising video/photo shoots are my responsibilities. I guide the team to align creativity with business goals, ensuring brand consistency and innovation. Through effective leadership and communication, I drive successful project outcomes, resonating with the audience and enhancing the brand's reputation.

RATHOD CONSTRUCTIONS **02/2016- 09/2019**
DIRECTOR

I looked after the entire project's progress at Bhumi Aditi Galaxy, coordinating with various agencies and contractors. I managed product selection and pricing, as well as marketing and sales efforts. My focus was on ensuring the project was completed on time and delivered to customers promptly.

ADITIE FILM PRODUCTION HOUSE **10/2013 - 11/2015**
PRODUCER

I oversaw the day-to-day operations on the sets of the marathi film, Mahanayak Vasta Tu..., ensuring projects stayed within the budget and on schedule. I managed logistics, coordinated with departments, negotiated contracts, and solved problems to ensure smooth production processes from pre-to-post-production.

EDUCATION

University of Exeter, England **2009 - 2010**
PG DIPLOMA - FINANCIAL ECONOMICS

Fergusson College, Pune **2007 - 2009**
BA - ECONOMICS

Portfolio Link

<https://tinyurl.com/Adwait-portfolio>

SKILLS

- BRAND PROMOTION
- DIGITAL MARKETING
- MARKETING COMMUNICATION
- STAKEHOLDER ENGAGEMENT
- MARKET RESEARCH
- BRAND MARKETING
- BRAND MANAGEMENT
- BUSINESS STRATEGY
- MARKETING STRATEGY
- VIDEO EDITING
- GRAPHIC DESIGNING

TOOLS

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE PREMIERE PRO
- MICROSOFT OFFICE
- CHATGPT
- CORELDRAW

CERTIFICATES

Graphic Design Certificate from ZICA : Zee Institute of Creative Arts
Scored 8.0 in International English Language Testing System (IELTS)
French Language Diploma Level 2 / DELF B2 from Alliance Francaise

LANGUAGES

ENGLISH
HINDI
MARATHI