





Vinod Kumar Srinivasan


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SKILLS

Corporate Communications
Creative Design
Creative Initiatives
Employer Branding
Project Management
Power Point Presentations
Event Management
Corporate Videos
Employee Testimonials
Explainer Videos
Brand Management
Social Media Marketing
Digital Marketing
Client Visit Management

ABOUT ME

Experienced Manager with 11+ years rich experience in the demonstrated history of working in the creative industry. Skilled in Visual conceptual, Creative Design, Branding, Social Media Branding, Employer Branding, Art of creating wonderful Explainer Videos, Event Management, and Web Design.

MY WORK EXPERIENCE

AGS Health Pvt. Ltd.
Manager

Creative Head | Branding | Corporate Communications

December 27, 2012 to Present

EXPERTISE

Creative Design, Employer Branding, Corporate Video Production, Corporate Communications, Event Management, CSR, and Digital Marketing.

Involved in designing advertisements, brochures, handouts, flyers design, and online graphics. Working with a wide range of media, including photography, video making, editing, and animation videos.

Experienced in event management. Visualizing and implementing creative ideas, right from creative design, branding promotional campaigns, and vendor coordination.

Handling the Social Media pages and periodically posting company and industry updates

KEY ACHIEVEMENTS

Program managed 20+ org-wide events year on year with a budget save of 6 to 7 lakhs. Close to 3000 likes on Facebook, 500+ followers increasing every year

Take care company's social media pages by posting creative campaigns. ROI (employee engagement/branding and retention, 30% of people hired through social media every month), etc.

Automated the new hire orientation. Created a virtual experience of participants traveling to the moon and taking small leaps to know about the company which received an overall rating of 4.7 for 5.

Successfully Initiated Diversity and Inclusive programs and continued to do various activities every month.

SOFTWARE



CERTIFICATION

Digital Marketing



Digital Vidya, New Delhi

June 2018 to December 2018

Course involves in various promotional techniques in Social Media and Google Analytics. This helped to plan and manage marketing campaigns that promote a company's brand, products, and services

Graphics and Web Design,

Image, Creative Education
December 2010

RESPONSIBILITIES

- Working closely with the Management Team for strategizing early marketing and 360 degree communication plan.
- Work with off-shore Sales Team on Company's presentations, pitch decks, trade fairs, facility branding etc.
- Handling projects from ideation to execution of all branding and communication activities (Employer Branding, Employee Events, Social Media Campaign Branding, Facility Branding, Branding of Events and New Programs, Brand and maintain the Company Org Chart, Job Fair Booth Branding, Offshore Branding)
- Experience in designing catalogue, brochure, magazine, job fair / trade fair booth, email communication design, intranet wire frames, news paper ad, hoarding and external media, bus branding, facility branding, social media design etc.
- Involved in preparing, finalizing the topics and content for the annual magazine, internal email communications, and other announcements.
- Following the brand guidelines by sticking to said fonts and colors for all creative designs.
- Works on animated explainer videos for newly launched programs, working from scripts to voice overs and executions, and also articulate the learning modules with creative ideas that engages the audience.
- Actively engaging with internal teams and stakeholders on concept discussion for tailoring creative promotional activities for their programs, hiring, training and other initiatives.
- Creates and manages the employee event / engagement activity calendar. Conducts employee engagement events following calendar and receives feedback after each month.
- Responsible for budgeting, conceptualizing, visualizing, planning, branding campaign and implementing the innovative ideas in huge company events such as (Kids Carnival, Annual Leadership Summit, Employee R&R, Job Fair, All cultural events, Company Anniversary programs, Diversity & Inclusion programs/events, Hobby Club, etc).
- Coordinating for procurement with event management companies, print houses and various vendors, communicating with domestic & International clients, strategic planning, decision making involving internal and external colleagues.
- Manage and monitor company's social media pages and website using online tools like FanpageKarma, Hootsuite, Google analytics, Google Adwords.
- Heading, developing & mentoring a creative team which includes creative designers and a content developer. Also, periodically review their performance and drive for utmost productivity.

ACADEMIC QUALIFICATION

Bachelor of Science,
Visual Communication

June 2009

Asan Memorial of Arts &
Science College,
Chennai, India

ACADEMIC INTERNSHIP

Worked with Mercury Studios a leading program makers and producers for Star Vijay TV shows (Neeya Nana) etc. Handled Projects in getting fresh Topics for the show and in post-production department.

Worked with FirstFrames a leading program maker for ZeeTamil. Was handling their creative shows Pre and Post productions

HOBBIES AND INTEREST

- Photography
- Mobile and Play Station Games
- Long Drive
- Watching Movies
- Spending time with Family

RR DONNELLEY

Executive - Creative Designer

April, 2011 to December 2012

- Understanding the client instructions
- Knowing the software Preference
- Maintaining competencies in creative ideas
- Maintaining 100% FTR
- Making plan to do work in quicker method
- Cross checking the layout twice
- Quality control activities
- Job estimation and on time delivery

AD 2 PRO MEDIA

Executive - Creative Designer

April, 2010 to April, 2011

- Working for US and UK regular newspaper & clients.
- Design contains like real estate ad, automotive ad and others etc.
- Mostly layout provided and in few cases creating entirely a new design
- Understanding the client instructions
- Maintaining competencies in creative ideas
- Maintaining 100% FTR
- Quality control
- Job estimation and on time delivery



PERSONAL DETAILS

Date and Place of Birth
29/11/1988 | Chennai

Sex
Male

Father's Name
M Srinivasan

Marital Status
Married