

# AJAY VISHNU SUTAR

{Think . Create. Innovate }

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A result-oriented and creative professional with over 13 years of experience in the field of Advertising and Branding. Demonstrated expertise in corporate identity, user interface, event management, print production, social media, web design. Proven track record of leading projects from concept to successful execution within defined time-frame and budget.

## Technical Professional Skills

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| <ul style="list-style-type: none"><li>• Adobe After Effects</li><li>• Adobe Dreamweaver</li><li>• Adobe Illustrator</li><li>• Adobe InDesign</li><li>• Adobe Photoshop</li><li>• Adobe Premier Pro</li><li>• Adobe XD</li><li>• Auto-desk 3D Max</li></ul> | <ul style="list-style-type: none"><li>• Client Management</li><li>• Corel Draw X7</li><li>• Corporate Branding</li><li>• Corporate Communication</li><li>• Corporate Event</li><li>• Corporate Presentation</li><li>• Figma</li><li>• Graphic Design</li></ul> | <ul style="list-style-type: none"><li>• HTML/CSS</li><li>• Icon Creation</li><li>• Microsoft Office Suite</li><li>• Microsoft Visual Studio</li><li>• Print Media</li><li>• Problem-Solving</li><li>• Project Management</li><li>• Quality Control</li></ul> | <ul style="list-style-type: none"><li>• Sketch</li><li>• Social Media Tools</li><li>• Tableau</li><li>• Team Supervision</li><li>• Vendor Management</li><li>• Video Editing</li><li>• Web Design</li><li>• Wire-framing</li></ul> |
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## Experience

**Manager - Media & Communication** at Abakkus Asset Manager LLP (Mumbai) (Permanent) January 2022 - January 2023

Developed brand guidelines to establish consistent brand messaging and visual identity. Created engaging and informative monthly videos for the YouTube channel, managed blog posts, social media handles, and website content to enhance brand visibility and drive audience engagement resulting in a 25% increase in overall followers. Generated a profit of INR 6,00,000 through efficient resource utilization, vendor management, and budget optimization. Successfully planned and executed a corporate event worth INR 16 lakhs in collaboration with HDFC Wealth at Taj Lands End, overseeing logistics and conducting pre & post-event evaluation.

**Senior Design Specialist** at Integreon Managed Solutions (Mumbai) (Permanent) September 2019 - January 2022

Led and managed the design team, overseeing the creation of print and digital collateral, presentations, and infographics. Collaborated with an offshore design team in Manila (Philippines) to execute projects efficiently. Conducted quality checks on design deliverables, ensuring accuracy and consistency. Successfully handled high-end multi million dollar design projects from around the globe, adhering to timelines, budgets, and quality standards. Received maximum positive feedback from clients in the financial year 21-22 and scored rating of 4.3 out of 5.

**Project Manager - Design** at AIWM India (Mumbai) (Project) January 2018 - September 2018

Conceptualized and designed magazine layouts for Knowledge Ex & Gen-Nex. Designed certifications, study material, and marketing collaterals. Managed designing, branding, and social media marketing for HNI clients and Family Offices. Promoted events and conferences through strategic social media marketing and targeted newspaper advertisements. Executed 13 successful events and conferences at five-star venues worth more than INR 2.3 crores.

**Project Manager - Design** at I-Deals Network (New-Delhi) (Project) September 2017 - January 2018

Generated revenue through effective event management and strategic social media marketing. Organized and managed financial workshops and seminars. Oversaw multiple vendors and suppliers, ensuring seamless coordination. Designed event themes and marketing collaterals to enhance brand visibility and engagement.

**Project Manager - IT** at Osians Info-tech (Mumbai) (Project) March 2017 - July 2017

Managed a mobile app development team, overseeing the entire development and successful launch of a new app. Conducted market research and analysis to incorporate user needs and preferences into app design. Coordinated with cross-functional teams to ensure a seamless app launch. Provided design inputs in wire-framing and prototyping applications. Generated bug reports and kept clients updated using Freed-camp.

**Assistant Manager - Publications** at FPSB India (Mumbai) (Permanent) October 2009 - July 2016

Maintained quality standards in journal publications as per ISO 9001-2008. Designed reports and research papers for regulatory authorities. Created impactful advertisements and executed high-profile events. Independently designed and executed 53 issues of the Financial Planning Journal. Successfully managed financial workshops and seminars worth more than INR 70 lakhs. Oversaw multiple vendors and suppliers, resulting in profits of around INR 6 lakhs for the company.

## Education

Bachelor of Mass Media | University of Mumbai | 2009