
GUNWANT WADIBHASME

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BRIEF PROFILE

Work Experience: Working as Creative Consultant (Art) with various Advertising Agency, Mumbai

Prior to that was in 1) Mudra Communications Ltd. Mumbai, as **Art Director** 2) I. B. & W. Communication Pvt. Ltd. Mumbai, as **Sr. Art Director** 3) Adfactors Advertising Mumbai, as **Group Head** 4) Apex Advertising Mumbai, as **Creative Head** 5) Raheja School of Art Mumbai, as **Professor** 6) Forecast Advertising & Associated Advertising Mumbai, as **Creative Consultant** 7) 3 Brothers and Fils Advertising Mumbai, as **Creative Consultant** 8) Nahar Group, Mumbai (Corporate Sector) as **Creative Head** 9) OMCPL (Event Agency) as **Sr. Conceptualizer** Mumbai. 9) Fluidscapes Consultancy, Mumbai (Social Media Agency) as **Creative Head**

• Worked with Mudra Communications Ltd. Mumbai, as Art Director from 1990 to 1994

Job Profile:

Convert clients briefs into out of the box concepts. Design innovative layouts in ATL / BTL print media. Supervise various jobs executions given to the Visualisers / Graphic Designers and refining their ideas.

Brands worked on:

- Tata-Chem Detergent Powder • Appolo Tyres • Kwaliti and Yankee Doodle ice-cream • Everest Masala
 - Indian Bank Finance • Godrej Soaps and Hair Dye
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• Worked with I. B. & W. Communications Pvt. Ltd. Mumbai, as Sr. Art Director from 1994 to 1998

Job Profile:

Became an in-charge of a creative group. Provide Print & TVC concepts and design innovative layouts in ATL / BTL media. Encourage the colleague / servicing team on various media creative concepts and designs.

Brands worked on:

- Videocon Refrigerator • Sansui Electronic System (Music System) • Videocon Air-Conditioner • Toshiba / Videocon CTV • The Leela Kempinski Hotel • Videocon Corporate • Pepsodent Toothpaste
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• Worked with Adfactors Advertising Mumbai, as Group Head from 1998 to 2002

Job Profile:

An in-charge of entire creative team. Provide Print & TVC concepts and design innovative layouts in ATL / BTL media. Encourage the colleague / servicing team on various media creative concepts and designs.

Brands worked on:

- Indian Airlines • AT & T • MTNL (Mumbai & Delhi) • SIDBI • Aptech Computer Education • Elder Pharma (Mouth Wash) • Noga (Fruit jams and Juices etc.) • Sapat (Tea & Pharma) • Reserve Bank of India • UTI
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- **Worked with Apex Advertising Mumbai, as Creative Head from 2002 to 2005**

Job Profile:

In charge of creative department, decide jobs priority / deadlines & distributions within the creative team. Encourage the colleague / servicing team to maintain the creativity & quality. Contribute the thoughts in Print / TVC / Online & Events media. Cover various presentations to clients as an agency representative.

Brands worked on:

• Indian Bank Association • The New India Assurance • NSICT • LIC • State Bank of Bikaner & Jaipur • Unit Trust of India • State Bank of India

- **Worked with Raheja School of Art Mumbai, as professor from 2005 to 2006.** (One Academic Year)

Job Profile:

Being professor, Teach the Campaign Projects to last year students. Share the current Advertising, Marketing and Entertainment sectors knowledge with them. Given various lectures are on Conceptualizing / Visualizations & Printing subject to other divisions.

- **Worked with Forecast Advertising & Associated Advertising Mumbai, as Creative Consultant from 2006 to 2008.**

(As Part Time Employee)

Job Profile:

Provide innovative thoughts for New Business Developments / Strategy Planner & supervise executions of campaigns in all Media. Cover various presentations to clients as an agency representative.

Brands worked on:

• Agarwal Packers & Movers • The New India Assurance • Ravin Cables • Popley Jewelers / Dwarkadas Jewelers
• Restile Ceramics Limited • Charminar White Bestos • State Bank of Bikaner & Jaipur • Govt. of Haryana (Public Interest Campaign)

- **Worked with 3 Brothers and Fils Advertising Mumbai, as Creative Consultant from 2008 to 2012**

Job Profile:

An in-charge of entire Creative Department. Provide innovative thoughts for New Business development, Strategy Planner & supervise executions of all ATL / BTL creative works. Cover various presentations to clients as an agency representative.

Brands worked on:

• Bikaji • Cosmos Builder • Adhiraj Builder • Ajmera Builder • Akruti Group • Aspee pesticides & Fertilizers
• Orienta Cine Advertising • Vinod Pressure Cooker • FCI Furniture • Whistling Woods International

- **Worked with Nahar Group Mumbai, as Creative Head from 2012 to 2015**

Job Profile:

In-house Creative Department Head. Provide the creative campaigns / strategy and all supporting collaterals to the Marketing team. As well supervise the executions of all ATL / BTL and DIGITAL creative works.

Brands worked on:

• Nahar's Amrit Shakti township project, Mumbai • Tower of Adiyar Project, Chennai

- **Worked with OMCPL Event Agency, Mumbai as Sr. Conceptualizer from 2015 to 2017**

Job Profile:

Provide Communication plans, ideas for various events and as well supervise internal creative team executions. Also support new Business Developments / Strategy Planning team in pitches presentations.

Brands worked on:

- Mumbai Shopping Festival • Shobha Soul Festival • International Colour Run

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- **Worked with Fluidscapes Consultancy (Social Media Agency), Mumbai as Creative Head from 2017 to 2020.**

Job Profile:

Generate the ideas for Social Media Post / Videos / 2D Animations. Give project task to creative team as well oversee executions and handling of Creative Dept.

Brands worked on:

- Govt. of Maharashtra (CMO)

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- **Working with various advertising agency, Mumbai as Creative Consultant from 2021 end to till date**

Job Profile:

Pitch presentations for new business and supervising of other Creative work as well.

Brands worked on:

- FMCG / Public Sector & Social Media creative.

P E R S O N A L D E T A I L S

• Qualification:

- B. F. A. (Applied Art), **Specialization:** Illustrations, Photography and Printing

• Key Strength:

- Conceptualization, Team Leader, Good Planner

• Skill in Design Software:

- Adobe Photoshop / Adobe Illustrator / Adobe In-design / CorelDraw / Sound Forge

• Passport No.: P7757623

• Languages Known: English, Hindi, Marathi

• Hobbies: Reading Books, Watching TV & Travelling.

• Salary Expectation: Negotiable

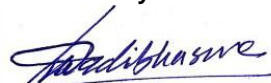
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• Summary of Skills and Experience:

Always does out of the box concepts for FMCG Branding, Public Sectors, Digital and Events Media. At Worked, headed the entire professional's creative team and refining creative ideas. **In short, does the Creative work from Scratch to Completions of project.**

Yours Truly



Gunwant S. Wadibhasme