

# Dinesh Swamy

Chief Creative Officer @BC Web Wise (at present)

<https://www.linkedin.com/in/swamydinesh>

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## ELEVATOR PITCH

'Over 22 Years as a Digital Professional grown as Graphic Designer to today Chief Creative Officer. I have been evolving in every level winning 150 Awards, judging 15 Award Shows including international with executing 200 Digital Campaigns making profitable to Agency and Brands with a mission of Simplifying Digital'

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## MY CORE OBJECTIVES

To Build a Creative Ecosystem which includes setting-up processes, hiring specialists and creating team structure.

Create Creative Culture for the Agency as a community.

Make Efficient Service Offerings for Digital and Integrated solutions.

Strategize to Win Awards and Agency Ranking.

Build an Agency Perception in the Market.

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## ACHIEVEMENTS

Supervised & executed innumerable Digital campaigns and contributed over 150 awards to the agencies.

Judged and contributed my learnings with reputed award shows in our country and also internationally like Adfest Asia Awards, Abby Awards Goafest, IDMA, IDA, Foxglove Awards, Exchange4Media 40 Under 40, Media Apac, Impact Digital Influencer, Tambuli, Adstars & Grand Jury at New York Festivals.

Emerged as a winner in IMPACT - Top 100 Digital Leaders in 2020.

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## Work Journey

BC Web Wise

Chief Creative Officer 3 Years - 8 Months (at present)

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Liqvd Asia

Chief Creative Officer - 9 Months

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Sapient Razorfish

Sr. Creative Director - 2 Years

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BBDO India

Digital Creative Head - 3 Years

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Digital Law & Kenneth

Creative Director (1 Year 9 Months)

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Tribal DDB

Associate Creative Director (5 Years)

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Flip Media

Art Director (1 Year)

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Camox India

Sr. Multimedia Developer (5 Years)

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## Clients

My Mantra is solving business problems with a creative twist, profitable ideas, design thinking, platform strategies, content and integrated solutions for brands - Idea Cellular, MTV, Reliance Mobile, Volkswagen, Renault, Visa, UltraTech Cement, Jeep, TikTok Ads, HDFC Home Loans, Go Air, Kokuyo Camlin, Madhur Sugar, Dabur, Zaroor Condoms, Prabhat Dairy, Veedol, 2baconil, Lubrizol amongst others

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## Recent Work

Camlin Kokuyo World's Largest Rangoli <a href="#">View Link</a>	Zaroor Condoms Kuch Toh Zaroor Hai <a href="#">View Link</a> <a href="#">View Link</a>	HDFC Insta Branch <a href="#">View Link</a>	Lubrizol Plumber Ka Saathi <a href="#">View Link</a>
Madhur Sugar Madhur Pal <a href="#">View Link</a>	Vespa 75 <sup>th</sup> BioScope <a href="#">View Link</a>	Aprilia Safer Internet Day <a href="#">View Link</a>	JKLC Risers with Buland Soch <a href="#">View Link</a>
Lubrizol Share A Litre <a href="#">View Link</a>	Nutrela Dil Ki Baat <a href="#">View Link</a>	2Bcaonil Jeeto Khudse <a href="#">View Link</a>	Dabur Pait Rahe Set <a href="#">View Link</a>
Hero Motocorp Hum Mein Hai Hero <a href="#">View Link</a>	Visa Dream2Advance <a href="#">View Link</a>	MTV Roadies Roadie Challenge <a href="#">View Link</a>	Idea Cellular Use Mobile Save Paper <a href="#">View Link</a>

## PR Mentions

<https://www.financialexpress.com/brandwagon/flowguard-plus-launches-plumberkasaathi-campaign-to-unite-the-plumber-community-in-india/2361772/>

<https://www.adgully.com/how-razorfish-and-future-group-took-kabaddi-mainstream-67550.html>

<https://www.afaqs.com/news/advertising/is-this-what-celeb-endorsements-will-look-like-in-a-locked-down-world>

<https://mediabrief.com/kokuyo-camlin-bc-web-wise-iamanartist/>

[https://www.afaqs.com/news/story/33340\\_Godrej-Interio-launches-furniture-through-augmented-reality-at-LFW](https://www.afaqs.com/news/story/33340_Godrej-Interio-launches-furniture-through-augmented-reality-at-LFW)

[https://www.afaqs.com/news/digital/26706\\_ideas-use-mobile-save-paper-campaign-goes-digital](https://www.afaqs.com/news/digital/26706_ideas-use-mobile-save-paper-campaign-goes-digital)

<https://www.campaignindia.in/article/idea-cellular-mtv-launch-idea-mobile-roadie-challenge-2-0/411471>

## **Reinvent the Creative Act**

<https://www.campaignindia.in/article/opinion-re-invent-the-creative-act/433641>

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### **My Views on work Journey**

#### **Charulata Ravi Kumar - Managing Director at Accenture**

Dinesh is bold, experimentative and fearlessly impassioned about creativity. And with a positive attitude to boot, he has inspired many young professionals to fire up their paths while always being focussed on brand success in a meaningful way.

#### **Mahesh Patil - Ex General Manager, Idea Cellular**

Dinesh was one of the KEY creative forces behind some of the most successful digital campaigns for Idea. His killer combination of relentless enthusiasm, ability to manage deadlines and extracting best from his team makes him one of the best in the digital industry. As a creative leader he not only executed some of the large integrated campaigns on digital for idea cellular but also came up with many proactive concepts which went onto fulfill brand as well business requirements. He is a clients delight and was one of the key reasons for idea's continuance relationship with Tribal DDB.

#### **Vibhas Sen - Director of Marketing LawSikho**

Dinesh (Mr.Swamy!) has a stellar reputation across the industry: has tremendous passion; consistently produces work that is fresh and unexpected (Oh, Yes and Innovative); for having an exceptionally fine eye for detail; for being unselfishly collaborative & fun guy to work for and with; for adding value; and, perhaps most importantly, for his ability to create and recognise great ideas.

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### **Personal Details:**

Date of Birth: 26th December 1977

Marital Status: Married

Education: 1st Year B.Com | Diploma in Graphic Designing & Animation 2 Years Diploma)

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