

SYED IMRAN IMAMUDDIN



Brand Strategist | Marketer | Communication
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Creative and brand strategist with 10+ years experience of leading integrated campaigns, rebrands, and identity building initiatives for Fortune 500 brands across India. Expert in brand messaging, tone-of-voice frameworks, and building internal brand culture. Proven track record of leading cross-functional teams and aligning brand vision with business goals. Passionate about storytelling, digital innovation, and leveraging AI for creative advantage.

WORK EXPERIENCE

DENTSU – Gurgaon, India

February 2025 - Present

Creative Director

- Spearheading a 20-member team of copywriters, brand planners, art directors, while partnering with creative teams across India to drive impactful campaigns for existing clients and new business pitches.
- Collaborating closely with senior management to execute strategic business initiatives for clients.
- Fostering partnerships with production houses, influencer agencies, and creatives.
- Clientele: Greenlam Laminates, Tata 1 Mg Labs, Tata Real Estate, Maruti (Arena and Nexa Portfolio), Maruti True Value, Popeyes, Fried Chicken.

MONKS – Noida, India

August 2024 – February 2025

Associate Creative Director

- Led a 14-member team of copywriters, art directors delivering campaigns and pitches across APAC and MEA.
- Sharing insights on innovative creative opportunities with partners, leveraging extensive knowledge of the digital landscape and Altrends.
- Clientele: TATA TEA portfolio and Amazon portfolio.

LEO BURNETT - Gurgaon, India

June 2022 – January 2024

Associate Creative Director

- Led as well as partnered with creative teams from offices across India to produce impactful campaigns for existing clients and new business pitches and awards.
- Shared insights on cutting-edge creative opportunities with partners, leveraging deep digital landscape knowledge.
- Managed focused campaigns resulting in winning awards and recognitions for the brands and for the agency.
- Clientele: Pepsi, Doritos (All Variants), 7up, Sting, Slice etc. from Pepsico Folio, Amul Macho Thermal Clients: TATA TEA portfolio and Amazon portfolio Wear, Zupee Online Gaming App, Delmonte, Mayonnaise, Iodex, Kent RO.

OGILVY & MATHER - Bangalore, India

June 2021 – May 2022

Creative Controller

- Managed a 4-member creative team and collaborated across functions to streamline campaigns.
- Worked on 7 campaigns and won 2 business pitches
- Clientele: Amazon Pay, ITC Mom's Magic Cookies (All Variants), Fortune Edible Oils & Flour Portfolio.

Creative Supervisor

- Supervised copy and content marketing deliverables for daily jobs as well as for awards.
- Directed focused campaigns to align with customer requirements and creative objectives.
- Clientele: Dabur (Honey, Soap, Handwash and Sanitizers, Real Fruit Power Juice-All Variants, Frappe Milkshake) Havells (Lights, Switches, Fans, MCCB/RCCB, Water Heater) Honor Mobile, Zee Media, Modern Food.

OPTION DESIGNS - Gurgaon, India

October 2017 – November 2018

Creative Controller

- Managed a small team of three writers and two art directors to create impactful campaigns.
- Clientele: Denver Deodorant-Vanesa Group, Amway India, Tambo Mobiles, Haldiram's Sweets, Sonalika Tractors, Coolwinks.Com, BenQ Mobile, Konica Minolta Printers, 4700 B Popcorn, Digiworld Videocon, Ats Builders Group, V-Mart Shopping Stores, Kemin Industries.

STENCIL BRAND SOLUTIONS - Gurgaon, India

October 2016 – October 2017

Senior Copywriter

- As a young writer in the industry managed to contribute and won 3 pitches besides managing the daily jobs.
- Clientele: TATA Steel, Migsun Builders, Campus Shoes.

VOLUNTEER EXPERIENCE

BALJAGRITI CHILDREN'S NEWSPAPER - Gorakhpur, India

2013 - Present

NOT FOR PROFIT CHILDREN'S PUBLICATION - Contributing articles, hosting events and raising donations for the organization for the underprivileged children in the city of Gorakhpur, India.

SPREADING SMILES FOUNDATION – New Delhi, India

2022 - Present

NOT FOR PROFIT CHILDREN'S EDUCATION ORGANIZATION - Regularly organizing campaigns for children across the remote areas in Indian states for the underprivileged children.

EDUCATION

Post Graduate Diploma – English Journalism, New Delhi, India

2014

Indian Institute of Mass Communication (One of the oldest and #1 mass communication colleges in India.)

Bachelor's Degree (Honors) – Political Science, New Delhi, India

2012

Dyal Singh College, University of Delhi (One of India's most prestigious institutions for Arts and Humanities.)

AWARDS AND HONORS

Kyoorius Advertising Award, Blue Elephant

2022

Activation in large public spaces category: Concern India had set up Covid vaccination camps all over Bangalore. These camps hardly saw any people because of the fears surrounding vaccination. We needed an appeal that reached directly to people's hearts and "the Devine Voice" became alive.

PROFESSIONAL SKILLS AND COMPETENCIES

Brand Strategy and Architecture | Creative Leadership | Campaign development | Brand identity, voice and internal brand culture building | Content and storytelling | Digital and AI innovation