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LinkedIn Profile

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PRECEDING ASSIGNMENTS

Post-Production Supervisor - Apr 2016 - Sep 2016

NDTV GoodTimes

Creative Consultant - Jan 2016 - Apr 2016

Breakthrough India

Video Consultant - Oct 2014 - Dec 2015

Opera India Software

SKILLS

- Creative Team Leadership
- Media Industry Expertise
- Campaign Development
- Marketing Expertise
- Strategic Leadership
- Communications Strategies
- Design Understanding
- Department Development
- Corporate Identity Branding

EDUCATION

P.G. Diploma, English Journalism - 2014

Indian Institute of Mass Communication,
New Delhi, India

Bachelor of Arts (Honours) - 2012

Dyal Singh College, University of Delhi,
Delhi, India

IMRAN IMAMUDDIN

- Talented and results-oriented creative professional with experience in leading creative teams, managing and developing creative strategies to engage target audiences. Proven track record of developing successful and innovative advertising and marketing campaigns that improve brand visibility and increase revenue.

- Possesses excellent eye for detail and nuanced understanding of brand voice and messaging. Excellent communicator, problem solver and detail-oriented copywriter/manager proficient in creative operations and customer needs.

EXPERIENCE

Leo Burnett

Jun 2022 - Current

Associate Creative Director

- Led as well as partnered with creative teams from offices across India to produce several impactful campaigns from conception to completion not just for existing clients but also for new business pitches and awards.
- Collaborated with senior management to implement marketing initiatives for clients.
- Managed focused campaigns resulting in winning awards and recognitions for the brands and for the agency.
- Shared insights on cutting-edge creative opportunities with creative partners and broader groups, leveraging a broad knowledge of the digital landscape.
- Maintained and managed relations with production houses, influencer marketing agencies and other industry creatives for a broader sense of creative flow and growth.

Clients: Pepsi, Doritos (All Variants), 7up, Sting, Slice etc. from Pepsico Folio, Amul Macho Thermal Wear, Zupee Online Gaming App, Delmonte Mayonnaise, Iodex, Kent Ro

Ogilvy & Mather Pvt Ltd

Jun 2021 - May 2022

Creative Controller

- Managed a creative team of writers and art directors and collaborated with cross functional teams to prioritize and streamline all the campaigns.
- Proactively pitched and won awards for numerous brands.
- Proactively identified project risks and roadblocks, schedule changes and communicated their implications.

Clients: Amazon Pay, ITC Mom's Magic Cookies (All Variants), Fortune Edible Oils & Flour Portfolio



MULLEN LINTAS

MullenLowe Lintas Group

Jan 2019 - Jun 2021

Creative

- Supervised copy and content deliverables for daily jobs as well as for awards and recognitions.
- Directed focused campaigns to align with customer requirements and creative objectives.

Clients: 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

Oct 2017 - Nov 2018

Creative Group Head

- Managed a small team of three writers and two art directors to create impactful campaigns.

Clients: Denver Deodorant-Vanesa Group, Amway India, Tambo Mobiles, Haldiram's Sweets, Sonalika Tractors, Coolwinks.Com, Benq Mobile, Konica Minolta Printers, 4700 Bc Popcorn, Digiworld Videocon, Ats Builders Group, V-Mart Shopping Stores, Kemin Industries.

STENCIL

Stencil Brand Solutions

Oct 2016 - Oct 2017

Senior Copywriter

- As a young writer in the industry managed to contribute and won a couple pitches besides managing the daily jobs.

Clients: Tata Steels, Migsun Builders, Campus Shoes, Pioneer Music System