

## Career Summary:

**Creative Services** with overall 15 years of experience in managing the production and processes involved in creating innovative products. Collaborating as a project manager, creating action plans and problem-solving as I guide team members toward a finished product for the company. My primary responsibility is to monitor the project to ensure it remains within the brand standards and maintains the creative vision it is set out to accomplish. Responsible for approval of digital content drafts used for media advertising, social media communications, and other related marketing campaigns. Inspecting the design layouts, ensuring that the team followed the requirements and high-quality standards. Accomplished in coordinating with internal/external stakeholders to identify their needs and preferences, conceptualizing plans and framework, generating codes and other materials, creating test structures to eliminate bugs, maintaining extensive records, and establishing security measures and policies.

## Professional Skillsets:

- Visual Ideation and Creativity
- Client Interaction and Team management
- Digital banner designing and Rich Media Banner
- Corporate publications includes Whitepapers, Factsheets and Case Studies
- UI, Wireframe and Responsive templates
- Corporate presentation and Motion graphics
- Design Strategy
- Creative landing page and Online campaign
- Email marketing design and Newsletter templates
- Web page layout design and Conversion optimization
- Typography and Branding
- Sound editing and Video editing

## Expertise in Software Technologies:

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Software	: Adobe Animate CC 2025, Adobe Photoshop CC 2025, Adobe Lightroom Classic CC 2025, Adobe Illustrator CC 2025, Adobe InDesign CC 2025, Adobe XD CC 2025, Adobe After Effects CC 2025, Adobe Dreamweaver CC 2025, Adobe Premiere Pro 2025, Adobe Audition CC 2025, Adobe Fireworks CS6, Figma, Sony Sound forge 9, Corel Draw Suite X4, Swish max 4
Languages	: HTML5, CSS3, XML, PHP, Flash Action Script
CMS platforms	: WordPress, Drupal, WebFlow, Oxygen
Operating System	: MAC , WINDOWS

## Professional Journey:

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### • Deputy Manager | HCLTech Pvt. Ltd. | December 2022 till present

Effectively managing digital marketing communication efforts, achieving measurable results in brand visibility and client engagement. Focusing on corporate website with multiple objectives: Performance and Security, Optimization and Innovation, Content and Conversion, Process Optimization, Team Management and Vendor Management. Responding to the inquiries, concerns and developing strategic procedures to increase brand awareness and attract potential clients.

### Achievements

- Increased brand awareness by 20% through targeted campaigns and promotions
- Replaced traditional search engine with AI Powered search engine
- Expanding reach and much wider audience through Multilingual project (WIP)

### Skills involved

Project execution · Adobe Creative Cloud · Team Coordination · Strategic Creative Development · Figma (Software) · Content Management Systems (CMS) · Vendor Management · Drupal CMS · Front-End Design · Web Operations

**Clients** - HCLTech and Innoraft

- **Associate Manager | HCL Technologies Pvt. Ltd. | November 2017 to November 2022**

I spearheaded the creative direction for PowerObjects, focusing on web and graphic design. My role involved crafting visual concepts that inspired and informed consumers while overseeing the creative process. I successfully enhanced the overall layout for corporate reports and advertisements, contributing to a more engaging brand presence.

**Achievements**

- Successful migration from PowerObjects to MBAP with zero error
- Brand promotion artworks that increased brand recognition by 35% in six months

**Skills involved**

WordPress CMS · Adobe Creative Cloud · Team Coordination · HTML5 · WordPress · Cascading Style Sheets (CSS) · Cross-functional Coordination · XML · Web Operations · PHP  
**Clients** - PowerObjects and Newman Digital Strategies

- **Design Consultant | 8020 (Eighty Twenty Pvt. Ltd.) | August 2017 to October 2017**

I delivered impactful digital marketing materials for leading brands. I designed brochures, web pages, emailers, landing pages and animations that not only captured attention but also improved user engagement by over 30%. My collaboration with clients resulted in tailored solutions that met their unique marketing needs, significantly enhancing their brand visibility.

**Skills involved** - Adobe InDesign CC · Wireframing · Adobe Photoshop CC · Adobe Animate CC · Emailer & Newsletter · Social Media Marketing · Adobe Illustrator CC · Canva · Typography · Adobe Dreamweaver CC · Lead Generation · Digital Strategy · Independent Thinking

**Clients** - Hathway, Udio, Wolters Kluwer, Mantastic and Royalasthan

- **Creative Head | Optimal Transnational | March 2014 to July 2017**

I successfully led the creative direction for web and print design projects for diverse clients, enhancing brand visibility for various. Managed project delivery to ensure alignment with business needs and high-quality standards. Collaborated with cross-functional teams to innovate design solutions, resulting in increased client satisfaction. Developed skills in visual storytelling, brand strategy, and team leadership during my tenure.

**Achievements**

- Increased client engagement by 40% and generated 25+ new business inquiries through re-branding of The Lead Generation Company

**Skills involved**

Adobe Creative Cloud · Corporate Branding · Emailer & Newsletter · Cross-functional Coordination · Project Management · Team Management · Branding & Identity · Adobe Dreamweaver CC · Lead Generation · Video Production

**Clients** - The Lead Generation Company, Lona, CPA Realty, Vidual, Qmetrix, CFO Evolve

- **Lead Visualizer | NDS Creative Pty. Ltd. | April 2012 to January 2014**

I productively led visual design initiatives that significantly improved client engagement and project outcomes. Developed compelling web campaigns and animated banners for leading clients. Fostered strong client relationships through effective communication and timely project delivery. Enhanced my skills in project management, client interaction, and creative design through hands-on experience.

**Achievements** - Increased engagement, improved brand awareness, higher click-through rates, and better conversion rates

**Skills involved** - Banner Designing and Animation · Interactive Media · HTML5 · Adobe Animate CC · Emailer & Newsletter · Cascading Style Sheets (CSS) · Direct Client Interaction · Team Management · Rich Media Banners · XML · Adobe Creative Suite

**Clients** - Realestate.com.au, McGrath, Century21 and Ray White

- **Senior Visualizer | Q2A Media Services Pvt. Ltd | June 2011 to April 2012**

I efficiently managed a team to deliver high-quality e-Learning projects, enhancing client engagement and satisfaction. Scheduled and prioritized tasks within the team to optimize workflow and meet deadlines. Conducted quality checks on all visual content, ensuring alignment with client standards. Developed skills in team leadership, project management, and quality assurance in a fast-paced environment.

**Skills involved** - Character Animation · Adobe Creative Suite · Corel Draw Suite X4 · Visual Storytelling · Lectora · Articulate Storyline · Instructional Design · User Interface Design

**Clients** - Scholastic · HMH (Houghton Mifflin Harcourt)

- **Flash/Graphic Designer | Franchise India Holdings Pvt. Ltd | November 2009 to May 2011**

I played a pivotal role in enhancing client branding through creative design solutions. Collaborated with cross-functional teams to deliver high-quality Flash presentations and banners. Improved website content and user experience through regular updates and design enhancements. Developed targeted email campaigns that effectively increased client engagement and lead generation. Delivered creative artworks for campaigns and kiosk backgrounds for the event throughout the year.

**Skills involved** - Adobe after effects CC · Corel Draw Suite X4 · Print Production · Emailer & Newsletter · Visual Design · Web page layout design · Graphical User Interface (GUI) · Lead Generation · Adobe Creative Suite

**Clients** - Franchise India · Francorp · Bradford License India · IFA

## Project Profiles:

Project Name	Marketing Communication
Description	HCLTech's Digital Marketing Services help organizations in multi-channel campaigns & analytics management, 3rd party ad serving, social CRM and interactive learning. Marketing Operations for enterprise planning, collaboration, and workflow that provides a complete solution for the needs of marketers.
Role	Deputy Manager
Client	Digital COE
Team Size	11
Technologies	Adobe CC 2025, HTML5, CSS3, XML and PHP
Responsibilities	<ul style="list-style-type: none"><li>▪ Enhance and develop HCLTech.com for optimum performance and security.</li><li>▪ Foster a culture of continuous improvement to push HCLTech.com to be a best-in-class website product.</li><li>▪ Build pages and implement content strategies that are relevant to our customers, our business partners and drive conversion.</li><li>▪ Implement processes to bring consistency and efficiency in prioritization, governance, execution and accountability.</li><li>▪ Ensure smooth day-to-day operations for the team and foster employee happiness, retention and growth.</li><li>▪ Managing external vendors to ensure partner excellence and increase overall value of partnerships; and to address the risk associated with external partnerships.</li></ul>

Project Name	Support Digital Marketing Team
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<b>Description</b>	PowerObjects is a professional services firm 100% focused on providing service, support, education and add-ons for Microsoft Dynamics CRM. We are a company that truly believes you should love going in to work every day, and our workspaces and internal company events are a direct reflection of that ideology.
<b>Role</b>	Team Lead
<b>Client</b>	PowerObjects
<b>Team Size</b>	12
<b>Technologies</b>	Adobe Creative Cloud and HTML/CSS.
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ Involving in strategic development, concept development, art direction, interactive, production and project supervision.</li> <li>▪ Efficiently manages multi-tiered, detail-oriented projects by delivering end results that are on-strategy, on-time and on-budget.</li> <li>▪ Updating web page (US/UK) in line with UI standard and meet deadlines.</li> <li>▪ Print collateral including: client-facing word documents, customer case studies, companywide letterheads, envelopes, whitepaper, ebook and PowerPoints.</li> <li>▪ Implement content and promotion updates in the content management system (CMS) and work with management to implement best practices.</li> </ul>

<b>Project Name</b>	<b>Social Media Campaigns</b>
<b>Description</b>	8020 is a data driven digital agency built to help navigate today's marketing complexity. 8020 delivers end-to-end digital marketing services that tie-in with the consumers journey from search and interest to trial and advocacy.
<b>Role</b>	Design Consultant
<b>Client</b>	Hathway, Udio, Wolters Kluwer
<b>Team Size</b>	4
<b>Technologies</b>	Adobe Photoshop CS6, Adobe Flash CS6, Adobe Illustrator and Action Script 2.0.
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ Managed client relationships in all things related to creative and ensure creative process from concept to completion.</li> <li>▪ Hands-on experience all levels of work, from mockups to presentations to customers and executives.</li> </ul>

- Leading design teams, a strong understanding of the user-centered design process, and experience designing and delivering large and small-scale experiences.
- Invent new ideas for branding, advertising campaigns and recognizing fresh approaches for advertising.
- Ensure all the organisation's or client's visuals are consistent with the overall brand.

Project Name	Supporting Sales & Marketing Team
<b>Description</b>	Optimal Transnational provides strategic, cost effective outsourced contact centre solutions for; lead generation, appointment setting and telesales. We specialise in lead generation for the Australian Financial Industry, and are among the first to generate warm leads in the life insurance industry. Optimal Transnational has successfully executed a large number voice based campaigns in Australia, NZ, Canada and UK.
<b>Role</b>	Creative Lead
<b>Client</b>	The Lead Generation
<b>Team Size</b>	8
<b>Technologies</b>	Adobe Photoshop CS6, Adobe InDesign CS6, Adobe Illustrator, HTML, PHP
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ Build digital marketing landing pages, collateral and eShots, including page layout and creative input to support multiple business units and campaign needs.</li> <li>▪ Create graphics, banners and other Web images to be a part of integrated marketing campaigns.</li> <li>▪ Identify and mitigate project risks, as well as respond quickly to analytical feedback, in order to help adjust the creative strategy.</li> <li>▪ Coordinating with the functional team on Australia and get things done individually as well as in a group for the solutions.</li> </ul>

Project Name	Campaigns and Promotions
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<b>Description</b>	NDS Creative Pty Ltd is a best of breed web creative design and development firm. We have proven that our design, solutions and processes deliver excellence for many and varied large-scale clients as detailed in our client roster and case studies. Our interactive design philosophies are based on seamlessly weaving our client's brand attributes through the user experience. Flash advertising banners of any specification, Lead Capture Pages including full back end reporting, Rich Media Expandable & Floating Adverts, HTML5 mobile advertising.
<b>Role</b>	Lead Visualizer
<b>Client</b>	realestate.com.au and realcommercial.com.au
<b>Team Size</b>	4
<b>Technologies</b>	Adobe Photoshop CS6, Adobe Flash CS6, Adobe Dreamweaver and Action Script 2.0.
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ Banner ads vary considerably in appearance, subject matter and purpose. Market-leading banner advertisements geared to meet your marketing objectives.</li> <li>▪ URL Tracking can record when your creative has been clicked. This data is kept in the system so you can then print or view reports on any ad campaign over any period.</li> <li>▪ Landing pages are specific offers that can be measured, tested, improved, and revised with minimal expense and effort.</li> <li>▪ An 'Auto Email Response' will automatically send an email response to every lead generated from your Lead Capture Page or Rich Media Banner. This response is customizable as plain text or HTML.</li> </ul>

<b>Project Name</b>	<b>Animated Science</b>
<b>Description</b>	This is Science based application for class 10 to 12. The entire application is divided into three parts (Physics, Chemistry and Biology). The motto of application is to teach and make them understand the theory and the expression of any theorem and their dependability on the various values in a interactive manner. The entire application is developed in Flash AS3. Animation part is done in Flash and all graphics are done in Illustrator.
<b>Role</b>	Senior Visualizer
<b>Client</b>	Houghton Mifflin Harcourt
<b>Team Size</b>	5



**Technologies** Adobe Flash CS5 and Adobe Illustrator CS5.

**Responsibilities**

- Creating GUI in Flash.
- Creating checklist and standards based on the specification document.
- Making animation of graphics for DLO.

<b>Project Name</b>	<b>E-mailer Campaigns and Promotions</b>
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<b>Description</b>	Franchise India Holdings Limited is Asia's largest integrated franchise solution company since 1999, and an absolute authority on franchising and licensing. FIHL has helped hundreds of investors in selecting the right franchise and, in turn, assisted numerous organizations in international and domestic franchise expansion. Knowledge, Opportunity, Network and Success are FIHL's key ingredients.
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<b>Role</b>	Flash Animator/Graphic Designer
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<b>Client</b>	Franchise India Holdings
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<b>Team Size</b>	6
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<b>Technologies</b>	Adobe Photoshop CS5, Adobe Flash CS5 and Adobe Dreamweaver.
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<b>Responsibilities</b>	<ul style="list-style-type: none"><li>▪ Created GUI/creative landing pages in Photoshop for multiple campaigns like FI 2010, Small Business Awards, Franchise Awards, Go Green, FRO, BOS, etc.</li><li>▪ Designed creative e-mailers/newsletters for top clients like Reebok, DHI, Chhabra 555, Gitanjali, MakemyTrip, Hello Kids Education and much more.</li><li>▪ Made attractive and conceptual banners for promotions like TFW, FI Brands, SBA, FKS, Francorp and much more.</li><li>▪ Regular updations on multiple websites like FI.COM, FI.NET, FI.IN, FI.ORG, etc.</li><li>▪ Typography for website layouts, E-mailers, banners, etc. for communicating with users - using depth, color &amp; motion as a medium.</li></ul>
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<b>Project Name</b>	<b>Presentation - Don Boroian</b>
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<b>Description</b>	This is Flash based presentation for the founder of Francorp, Mr. Don Boroian. Francorp is acknowledged as the world's leader in franchising. This presentation makes people understand the theory and the expansion of franchise and their dependability on the various values in an interactive manner. The entire presentation is developed in Flash CS5. Animation part is done in Flash, all graphics are done in Photoshop and special effects used by After Effects.
<b>Role</b>	Flash Animator/Graphic Designer
<b>Client</b>	Francorp
<b>Team Size</b>	5
<b>Technologies</b>	Adobe Flash CS5, Adobe Photoshop CS5, Sound Forge, Swish Max and Adobe After Effects.
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ Created storyboard in Flash.</li> <li>▪ Incorporated special effects of graphic animations in a creative manner.</li> <li>▪ Audio editing for the entire project.</li> <li>▪ Added different audio effects and voice over with the respective animations.</li> </ul>

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## My Works:

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**HCLTech** - Providing world class information technology solution and services to enable our customers to serve their customers better.

**Vidual** - Verify a customer's bank accounts in real time via their internet banking.

**Lona** - One of Melbourne's leading tapas bars.

**GlobalAce** - Leading source enabling global buyers to procure a range of Australian coal offerings.

**Simple Finance** - We provide small businesses with access to fast, unsecured business loans.

**CFO Evolve** - Financial and strategic assistance through CFOs to build a stable and scalable organisation.

**QMetrix** - We don't focus on technology, we focus on the right solution for you.

## **Working Capabilities:**

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- **Quality Enhancement:** Consistently improve work processes and deliverables through attention to detail and continuous improvement mindset
- **Reliable Execution:** Meet 100% of project requirements and deadlines through systematic approach and strong work ethic
- **Adaptive Problem-Solving:** Excel in fast-paced environments by quickly assessing situations and implementing effective solutions
- **Goal Achievement:** Track record of meeting and exceeding performance targets through focused execution and strategic planning
- **Community Leadership:** Active volunteer experience demonstrating commitment to social impact and team collaboration

## **Academic Qualification:**

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- B.F.A (Bachelor of Fine Arts) – Visual Communication Design from Govt. College of Fine Arts, Chennai, 2007.
- Higher Secondary Exam (XII) CBSE, 2003 – D.T.E.A Senior Secondary School, New Delhi
- High School Exam (X) CBSE, 2001 – D.T.E.A Senior Secondary School, New Delhi

## **Personal Information:**

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**Date of birth** : 27-06-1985

**Marital Status** : Married

**Father's name** : Mr. N. Manivannan  
**Languages known** : English (RWS), Hindi (RWS), Sanskrit (RW) and Tamil (RWS)  
**Hobbies** : Playing cricket, listening music, travel & tourism.  
**Attitude** : Sincere, positive approach and hard working.

**Conclusion:** I'm an energetic professional with a growth mindset who thrives on learning new skills and tackling challenging projects. I believe persistent effort and strategic focus drive meaningful results.

M.Bharath

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