

Bharath

Creative Manager | 10+ yrs in Digital Media and Print Technology

📞 9313041048

✉ creative_bharath@yahoo.com

🌐 mycreativefolio.in

📍 India

SUMMARY

Digital Creative Services with overall 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. 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.

MY JOURNEY

Deputy Manager – Digital CoE

HCLTech

📅 11/2017 - 10/2025

📍 Noida, India

At HCLTech, we're committed to using our expertise, experience and ecosystem of innovation to empower enterprises on their journey.

- Effectively managed digital marketing communication efforts, achieving measurable results in brand visibility and client engagement.
- Focused 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.

Design Consultant

8020 (Eighty Twenty Pvt. Ltd.)

📅 08/2017 - 10/2017

📍 Gurugram, India

8020 is a full-service creative digital agency helping brands solve their biggest marketing problems. The key to creating powerful, effective advertising is a relentless passion for our work. We are driven by a deep love of the creative process and an unwavering commitment to excellence in everything we create.

- I delivered impactful digital marketing materials for leading brands including 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.

Creative Head

Optimal Transnational

📅 03/2014 - 07/2017

📍 Noida, India

Optimal Transnational India Private Limited provide outsourced contact center, lead generation, and appointment setting services, primarily for the Australian financial sector.

- 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.

LATEST ACHIEVEMENTS & AWARDS



HCLTech

Expanded global reach through multilingual project implementation (German & Japanese)

Localized content and user interfaces to support German and Japanese audiences, ensuring cultural and linguistic accuracy. Increased international engagement and accessibility, enabling the brand to connect with a broader global user base.



HCLTech

Replaced traditional search engine with an AI-powered search solution

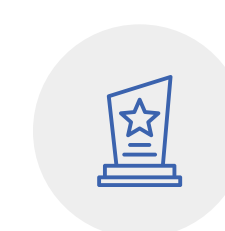
Led the transition to an intelligent search system that improved content discovery and relevance. Enhanced user experience by delivering faster, more accurate results through AI-driven query processing boosted the website engagement performance with 30% rate of increase.



PowerObjects (An HCL company)

Successfully led migration from PowerObjects to MBAP with zero errors and disruptions

Coordinated cross-functional teams, ensured data integrity, and managed the transition process to maintain uninterrupted operations and system performance.



HCL Technologies

Promoted twice and recognized twice as Best Performer of the Year for outstanding performance and leadership

Recognized for consistently exceeding targets, delivering high-quality creative outputs, and demonstrating strong leadership and team collaboration.

TOOLS & TECHNOLOGIES

Photoshop Illustrator Coreldraw InDesign

Animate Premiere Pro After Effects Figma

Sketch Adobe XD

AI TOOLS

Adobe Firefly • Canva • Runway • Midjourney

CODING

HTML5 • CSS3 • XML • PHP • Flash Action Script

CMS PLATFORMS

WordPress • Drupal • WebFlow • Oxygen

OPERATING SYSTEM

MAC • WINDOWS

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Lead Visualizer

[NDS Creative Pty. Ltd.](#)

📅 04/2012 - 01/2014

📍 Remote

NDS Creative help service-based businesses scale with the right mix of CRM, automation, and digital media.

- Developed compelling web campaigns and animated banners for leading clients.
- Fostered strong client relationships through effective communication and timely project delivery.
- Enhanced skills in project management, client interaction, and creative design through hands-on experience.

Senior Visualizer

[Q2A Media Services Pvt. Ltd](#)

📅 06/2011 - 04/2012

📍 New Delhi, India

Q2A Media Services is a educational content provider founded in 2000, specializing in Pre-K to 12 learning resources, curriculum design, and digital content.

- 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.

Visual Designer

[Franchise India Holdings Pvt. Ltd.](#)

📅 11/2009 - 05/2011

📍 New Delhi, India

Franchise India is Asia's largest integrated franchise solution company since 1999 and an absolute authority on franchising, retail and licensing.

- 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, leading to a 15% increase in monthly unique visitors.
- 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.

CORE COMPETENCIES

[Creative Direction](#) [Brand Design](#) [Print Production](#)

[Data-Driven Design](#) [Responsive Web Design](#)

[Digital Campaign Development](#) [Vendor Management](#)

[Cross-Functional Team Leadership](#) [Animation](#)

[Stakeholder Management](#) [Digital Asset Management](#)

[Marketing Communications](#) [Website Optimization](#)

[Agile Project Management](#) [Adobe Creative Cloud](#)

[Design Systems & Visual Guidelines](#) [UI Design](#)

[Landing Page Design](#) [Conversion Rate Optimization](#)

[Rich Media Banner Ads](#) [Email Marketing Design](#)

[Corporate Presentation Deck](#) [Team performance](#)

[Corporate Collateral](#) [Project management](#)

EDUCATION

Visual Communication Design

[B.F.A \(Bachelor of Fine Arts\)](#)

Govt. College of Fine Arts, Chennai.

2003 - 2007

Higher Secondary Exam (XII)

[Central Board of Secondary Education](#)

D.T.E.A Senior Secondary School

2002 - 2003

Higher Secondary Exam (X)

[Central Board of Secondary Education](#)

D.T.E.A Senior Secondary School

2000 - 2001

PERSONAL INFORMATION

DATE OF BIRTH

27-06-1985

LANGUAGES

English, Hindi, Sanskrit and Tamil

HOBBIES

Playing cricket, listening music and travel.

ATTITUDE

Sincere, positive approach and hard working.