

GOPAL BANERJEE

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PROFESSIONAL SUMMARY:

A self motivated seasoned creative professional & confident to create outstanding designs for corporate needs. Captivating communication design ideas, a versatile professional having expertise working for topnotch companies in advertising agencies / design houses. Expertise includes creating & managing creative process start from conceptualize through finalization, projects delivery with a positive attitude and precise attention in detail. Leveraging a strong sense of ownership coupled with technical background in collaboration with cross-functional creative teams, business development associates and outsource vendors. A result-oriented go-getter interested in raising the standards of marketing communications equally as comfortable working in a large enclosed environment.

Relevant work experience: 15 years

ROLES & RESPONSIBILITIES:

- Conceptualize and formulate creative ideas, aesthetic design sense of layouts, typography, icon design / logo, complete brand building design, ad campaigns (ATL / BTL / TVC), color theory, basic photography, ui/ux framework, social media designs
- Partnering with creative and business development team to determine the needs of the entire range of visual concepts and entire campaigns developments
- Mentoring and guiding creative team members to help them maintaining the streamline of the creatives as per brief guidelines for established brands
- Contribute concepts to strategic planning, brainstorming and projects kick-offs, interaction with internal business development team including interaction with client and outsource vendors
- Tools: Adobe CS programs – Photoshop, InDesign, Illustrator, CorelDraw, Flash, Adobe Acrobat and MS Office.

STRENGTH & GOAL:

- Advertising Campaigns • Event Designs • Digital Designs • Creative Team Mentor
- Streamline to maintain consistency and bring out the best possible layout
- Ability to communicate design rationales & respond to internal and client feedback
- Exposure of variety business domain and media publishing
- Teamwork including individual co-operation

CLIENTS:

Automobile, Real Estates, Financials, FMCG, Education & Tourism, IT Sector, Medical, Consumer Electronics etc. (Amazon, Flipkart, Intel, Keane, Hughes DirectWay, CP Plus, NVidia, InterGlobe, Maruti Suzuki, Hyundai, General Motors, NTPC, IGL, Ansal Group, Parsvnath Developers, Trident, HT / TOI, Bhusan Steel, Outsourced projects from US / UK

PROFESSIONAL EXPERIENCE:

CREATIVE HEAD ART

PragyaNet Technologies – 01/2018 - Current

PragyaNet Technologies is a digital agency serving various industries across in the domain. The agency provides creative services to mid & large organizations of FMCG, automobile, telecom, banking & finance, consumer durable, IT, hospitality and other different companies.

CREATIVE LEAD / Sr. ART DIRECTOR

ExpressKCS – 09/2015 - 10/2017

An online media studio provides high-quality advertising and marketing productions for global brands. Agency handles hundreds of different creative outputs in print, web / digital, video, packaging etc. Operating from different ISO 9001 production centers, deploys highly-skilled 500+ strong workforces in different domains as print, web, digital technologists, production experts and developers.

CREATIVE DIRECTOR

Promodome Group – 11/2013 - 08/2015

A full service advertising agency has a sharp sense of creative communication and brand building solution for its key clients. The agency has a creative excellence in print & electronic media, developing corporate campaigns and advertising, TVCs, films, ATL / BTL activities. It has developed the expertise and maturity of a seasoned communicator, even as it retains that ever-precious innovative streak.

SR. ART DIRECTOR / MEDIA HEAD

Planman Group – 09/2011 - 10/2013

Planman Group is a venture of IIPM and one of India's leading marketing communication media agency, worked for advertising campaigns, magazines & coffee table books, in-house exhibition / events works, digital and more.

ART DIRECTOR

PragyaNet Technologies – 04/2007 - 08/2011

PragyaNet Technologies is a digital agency serving various industries across in the domain. The agency provides creative services to mid & large organizations of FMCG, automobile, telecom, banking & finance, consumer durable, IT, hospitality and other different companies.

Sr. CREATIVE DESIGNER

Hitads (P) Ltd. – 11/1999 - 03/2007

An INS accredited communication agency provides all sort of creative solutions in mainline, ad campaigns, outdoors including all sort of creative designs like brochure, poster, calendar, corporate catalog, mailers and other business promotion co-laterals.

EDUCATIONAL / PROFESSIONAL:

- a. Bachelor of Science (*Ranchi University*)
- b. PG Diploma in Computer Application (*LCC InfoTech, Ranchi*)
- c. Certificate in Art & Graphic Design (*Arena Multimedia, New Delhi*)

PERSONNEL DETAILS:

Languages known : Hindi, English and Bengali
Hobbies : Photography, travel, music, interest in science fiction, etc.

Thanks & regards
Gopal Banerjee

Date:
Place: North Delhi