**ASHISH MALHOTRA**

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**OBJECTIVE**

Provide unique ideas in the creative field and helping the organization come up with attractive ideas, design & products which will be ahead of others

Work exposure with corporate marketing and retail administration with exemplary skills in product marketing, analysis, reporting & presentation.

**SYNOPSIS**

• Purpose to develop an effective corporate communication implementation process to achieve business growth.

• Advertising and Promotions Coordinating with advertisement agencies/ magazines for placement of advertisements and negotiate on pricing. Preparation of ads and flyers for the sales teams of all regions (US, Europe, SAARC and Australia). Prepare presentations on new and existing products as per guidelines given by sales.

• Product Databank Ensure all samples processed are clicked in high resolution and prepare a product databank. Merchandise all lines and work with sampling team and ensure all sample lines are updated regularly.

• Branding Coordinate all branding activities with sales. Designing and printing of business cards, posters and other material as and when required.

• Coordinate booth layout and designing for exhibitions.

• Website Management and Corporate Brochure To design and develop an efficient website so as to portray a good image of the organization. Developing creative company profile and brochure designs that are exclusive and fresh.

• Internal Promotional Branding Develop Internal promotion branding exercise across the organization.  
Packaging Responsible for designing and making of packaging material for new collections.

• A highly talented, driven and flexible web graphic designer with a proven record of delivering creative and innovative design solutions in the Entertainment, Media, Advertising or Telecom Industry.

• Earlier was associated as Sr. Web Graphic Designer with Micromax Informatics Ltd. explores new dimensions in High End Concept Web Graphic Designing for print & digital marketing & Communications.

• A proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales.

• Innovative, highly creative, good at thinking 'out of the box' advertisements, promotional products, packaging and planning events.

• Conversant with the software’s. Keeping abreast of relevant new techniques in design software, media & photography

• Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to perform on the deadline driven environments.

• Able to work as part of a team with printers, copywriters, photographers, other designers, account executives, web developers and marketing specialists. Enjoys travel photography & painting

**ORGANISATIONAL EXPIERENCE**

**Irvine Technologies PVT LTD. Aug 17 Till Now (Contractual)**

**Brand Manager / Marketing**

• Recommends the nature and scope of present and future **product** lines by reviewing **product** specifications and requirements; appraising new **product** ideas and/or **product** or packaging changes.

• Routine meeting with Sales and Business Development team.

• Routine International discussions with Global team to improve product and services

• Assesses **market** competition by comparing the company's **product** to competitors' **products**.

• Obtains **product** **market** share by working with sales director to develop **product** sales strategies.

• Provides information for management by preparing short-term and long-term **product** sales forecasts and special reports and analyses; answering questions and requests.

• Introduces and **markets** new **products** by developing time-integrated plans with sales, advertising, and **product**ion

• Completes operational requirements by scheduling and assigning employees; following up on work results.

• - Suggest **product** enhancements and improve the user experience

• Perform quality assurance controls on **products**

• Routine discussions with Overseas team (China, U.S) for product development and Improvement.

• Routine visit to production division in India and overseas.’

• -Customer or sales-facing.

• Web sites – Time to time changes to website

• Posting New products on Websites and other social Media Platforms

• Communication and explain Agencies about new products and designing - Poster, Brochures, Banners (Web / Print) , Advertisements, Packaging Concept, Packaging Design, Poster, Brochures , Banners , wallpapers , themes, UI designing, Standees , Website Promotions , web Banners

• Conceptualize and Creating creatives for Facebook and Instagram

• Promoting products in India on various platforms.

• Handling team of designers globally.

* + Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
  + Planning and execution of all communications and media actions on all channels, including online and social media
  + Assisting with product development, pricing and new product launches as well as developing new business opportunities
  + Creating and managing promotional collateral to establish and maintain product branding
  + Managing the budget for advertising and promotional items
  + Competitor and customer insights analysis
  + Analysis of sales forecasts and relevant financials and reporting on product sales
  + Establish performance specifications, cost and price parameters, market applications and sales estimates

**Meitu Limited June 16 – July 17 (Contractual Position)**

**Product / Graphic Manager (Contract Position)**

Accountable for:

• Designing conceptualizing for product development

• Product Designing of two major Mobile Application (BeautyPlus Me and Makeupplus)

• Market Research

• Communicating with Marketing and Sales team.

• Routine discussion with global team about improvement of both mobile apps .

• Provide briefing and detail discussion about Marketing Strategis

• Developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising.

• Determining size and arrangement of illustrative material and copy, selecting style and size of type, and arranging layouts based upon available space, knowledge of layout principles, and aesthetic design concepts.

• Studying illustrations, photographs and text to plan presentation of products & services.

• Assembled final layouts for

• Web sites - Designing the concepts of product Micro Sites, Banners & E-Mailer

• Concept Phones - Designing the Graphics for mobile applications.

• Mobile Applications - Designing & Developing Mobile Applications

• Designing - Poster, Brochures, Banners (Web / Print) , Advertisements, Packaging Concept, Packaging Design, Poster, Brochures , Banners , wallpapers , themes, UI designing, Standees , Website Promotions , web Banners

• Conceptualize and Creating creatives for Facebook and Instagram

• Promoting application in India on various platforms.

• Handling team of designers globally.

**Website /Graphic Designer (Contract Position)**

**Caindus System Jan 16 – June 2016**

**Creative Responsibilities**

• Handle ideation and creative design for integrated communication campaigns

• Visualize concepts and create awe-inspiring layouts for ads and collaterals

• Collaborate with copy, client servicing and business development teams.

• Direct corporate films/TV commercials and radio jingles

• Assist client servicing in costing and proposal preparation

• Develop creative assets for events and marketing communication

• Attend client meetings and chip in for creative presentations.

• Manage budgets, teams, timelines, and projects while working across several departments

• Ideate & conceptualize design, making Digital & Web layouts, Design online campaigns, banners, micro-sites etc as per client’s web and digital requirements.

• Arrange Product & Photo Shoots at Client Site.

• Arrange Trainings and Seminars for Creative Team.

• Accountable for:

• Developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising.

• Determining size and arrangement of illustrative material and copy, selecting style and size of type, and arranging layouts based upon available space, knowledge of layout principles, and aesthetic design concepts.

• Studying illustrations, photographs and text to plan presentation of products & services.

• Assembled final layouts for

• Web sites - Designing the concepts of product Micro Sites, Banners & E-Mailer

• Concept Phones - Designing the Graphics for mobile applications.

• Mobile Applications - Designing & Developing Mobile Applications

• Designing - Poster, Brochures, Banners (Web / Print) , Advertisements, Packaging Concept, Packaging Design, Poster, Brochures , Banners , wallpapers , themes, UI designing, Standees , Website Promotions , web Banners

• Packaging - developing & designing the concept

• Successfully translated subject matter into concrete designs and received outstanding appreciation at the National & International level.

**Creative Manager in Designs**

**Self Employed Oct 15 – Dec 2015**

**Creative Responsibilities**

• Handle ideation and creative design for integrated communication campaigns.

• Visualize concepts and create awe-inspiring layouts for ads and collaterals

• Collaborate with copy, client servicing and business development teams.

• Assist client servicing in costing and proposal preparation

• Develop creative assets for events and marketing communication

• Attend client meetings and chip in for creative presentations.

• Manage budgets, teams, timelines, and projects while working across several departments

• Ideate & conceptualize design, making Digital & Web layouts, Design online campaigns, banners, micro-sites etc as per client’s web and digital requirements.

**Marketing Management**

• Responsible for marketing various company products in the designated territory.

• Maintaining healthy & fruitful relationship with existing as well as potential clients.

• Handling customer's queries & enquirers tactfully and responding to them within stipulated time.

• Understanding technical specifications of customer's requirement & delivering end results in line with specs provided by customer.

• Should be technically sound to understand our product's technical specification and explain the performance of our product in terms of its characteristics, capabilities & features (USP) to customers.

**Sr. Visualizer in Creative Design**

**RPB Publications July’12 – July15**

• Product concept designing

• Design, Developed and Maintaining Facebook Page and run weekly activities.

• Design and run promotion for B2B and third-party websites ( Snapdeal.com, Flipkart.com).

• Arrange Product Shoots for creative promotion.

• Deepen engagement to understand the needs, priorities and objectives of each media agency.

• Drive thought leadership with each media agency

• Attained an understanding of the target audience and business that the advertisement is aimed at.

• Responsible for coordinating and producing of a variety of graphics products and services, providing graphic design and art direction.

• Produced effective concept and timely production of ad, collateral and other marketing materials to convey client’s image and message.

• Produced work that gained positive recognition from Creative Department, Agency Staff and Clients.

• Accountable for:

• Developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising.

• Determining size and arrangement of illustrative material and copy, selecting style and size of type, and arranging layouts based upon available space, knowledge of layout principles, and aesthetic design concepts.

• Studying illustrations, photographs and text to plan presentation of products & services.

• Assembled final layouts for

• Web sites - Designing the concepts & Graphics

• Concept Phones - Designing the Graphics

• Mobile Applications - Designing & Developing Mobile Applications

• Designing - Poster, Brochures, Banners (Web / Print) , Advertisements, Packaging Concept, Packaging Design, Poster, Brochures , Banners , wallpapers , themes, UI designing, Standees , Website Promotions , web Banners

• Packaging - developing & designing the concept

• ID designing

• Product Development

• Successfully translated subject matter into concrete designs and received outstanding appreciation at the National & International level.

• Mentoring and training up junior and new staff.

• Need to interact with the clients through phone or Video Conferences

**Sr. Product / Graphic / Web Designer in Marketing & Communications**

**MICROMAX INFORMATICS LTD. Jun’10 – Jun’12**

• Responsible for coordinating and producing of a variety of graphics products and services, providing graphic design and art direction.

• Designing of Product Posters , Mobile UI and Wallpapers.

• Accountable for:

• Developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising.

• Determining size and arrangement of illustrative material and copy, selecting style and size of type, and arranging layouts based upon available space, knowledge of layout principles, and aesthetic design concepts.

• Studying illustrations, photographs and text to plan presentation of products & services.

• Assembled final layouts for

• Web sites - Designing the concepts & Graphics

• Concept Phones - Designing the Graphics

• Mobile Applications - Designing & Developing Mobile Applications

• Designing - Poster, Brochures, Banners (Web / Print) , Advertisements, Packaging Concept, Packaging Design, Poster, Brochures , Banners , wallpapers , themes, UI designing, Standies , Website Promotions , web Banners

• Packaging - developing & designing the concept

• ID designing

• Product Development

• Successfully translated subject matter into concrete designs and received outstanding appreciation at the National & International level

• Participated in team efforts to produce design of different phones, packaging and the advertisements.

**Graphic Designer THE LALIT Apr’09 – May’10**

• Designed concepts and artwork, creating graphic design solutions from concept through to completion for Newspapers and Magazines, banners for theme shows & events.

• Assembled final layouts for

• Web sites - Designing the concepts & Graphics

• Concept Phones - Designing the Graphics

• Mobile Applications - Designing & Developing Mobile Applications

• Designing - Poster, Brochures, Banners (Web / Print) , Advertisements, Packaging Concept, Packaging Design, Poster, Brochures , Banners , wallpapers , themes, UI designing, Standees , Website Promotions , web Banners

• Packaging - developing & designing the concept

• ID designing

• Product Development

• Performed target audience research in association to plan layout and appearance of advertisements.

• Developed new layouts for existing online magazines to attract more visitors

• As a part of the team conceptualize, design and organize events: Tajjali, The Untold Story, Khajuraho

• Flash), banners and broachers, catalogues, leaflets.

Link for Portfolio

portfolio link . Please find my professional details along with portfolio link

www.thelalit.com

www.micromaxinfo.com

www.meituinc.com

www.justflashmob.com

www.irvineinc.com(In process)

https://www.facebook.com/BeautyPlusIndia/

https://www.facebook.com/MakeupPlusIndia/

and major work done for their social media and two applications products with a name BeautyPlus and Makeupplus

Portfolio Link\_ : http://creations15.blogspot.in/2015/12/few-work.html

**TECHNICAL KNOWLEGDE COVERS**

• Creating Portfolios for Publicity & Advertising

• Excellent Color Sense, Ad Sense

• Creativity & Visualization

• Color Combination to design & develop

**• Well versed in:** Adobe Illustrator, Photoshop, Corel Draw, MS Office, MS Powerpoint, MS Excel.

**EDUCATION**

**• Advance Multimedia Specialist Program** [ADIM+ Maya] from Arena Multimedia, New Delhi with Grade 'A'.(3 years), 2008-09

**• B.Com** from Delhi University in 2007.

**SEMINAR:** Attended a few seminars by Adobe

**PERSONAL DETAILS**

Date of Birth 26th October 1986

Languages Known English – Good, Hindi-Good & Punjabi-Fair