

# SUBODH SAMUDRE CV

Sr. Creative Director/ Brand & Digital Marketing Expert

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## WORK EXPERIENCE:

### Apple

Skills: Design/Layout, Photography & Video oversight, Copy oversight, UX/UI implementation.  
Multi-task & handle multiple fast paced creative workflows.

**2021: Creative Director for AppleFitness+**

**2015: Sr. Creative/ACD on the Marcom Design Team**

### Meta

Skills: Design, Creative Direction, Brand oversight. Managing multiple teams and campaigns concurrently. IA/UX implementation.

**2018: Creative Director for Facebook Watch & Global Facebook: Gaming launch**

### Chk12

Skills: Figma, UX/UI, Design, Creative Direction, Adobe Creative Suite, Premiere Pro, OBS, Livestream, SEO Optimization, Customer outreach & acquisition, Geo Targeted Ad Buying for social platforms, Collateral Design.

**2020-2022: Founder & Partner, Creative Director & Product Lead**

### United Entertainment Group

Skills: Digital Marketing, Experiential & Event Marketing, Social & Digital Branded Content, Running New Business Teams, Creative Direction, Photography, Copywriting

**2016-2017: Executive Creative Director**

### TBWA/Chiat

Skills: Design, Art Direction, Creative Direction, Concept Development,

**2014: Creative Director on Accenture Global & Bloomberg**

### Saatchi & Saatchi

Skills: Management, Creative Direction, Copywriting, Design, Digital & Social marketing, New technology & platform development, Experiential activations.

**2011-2013: Integrated Creative Director**

### JWT New York

Skills: Design, Art Direction, Ideation, Experiential activations, Online advertising, Targeted banners & Emails, Digital Activation

**2008-2010: Sr. Art Director**

## SKILLS & APPROACH:

I'm a bold, strategic and empathetic creative leader.

My passion lies in crafting creative solutions and communications that connect with consumers in a human-to-human way. My skill set is rooted in Art Direction & Design and I have 20 years of experience under my belt working across above the line and digital formats and channels, creative campaign development, storytelling and brand activations on both Ad Agency and Brand side. I believe in strategy, data and analytics to find insight-driven solutions, and have experience developing projects from initial concept and design, to production of branded assets across multiple channels. I'm a collaborative thinker who is familiar with agile processes, and experience working with multiple project timelines, understanding the big picture and have the maturity to lead with empathy.

## FUNCTIONAL SKILLS:

- Brand Marketing, Design, Experiential advertising, Social Content, Integrated campaign ideation, Digital advertising, Ideation for digital activations across social platforms, Content creation
- IA/UX expertise, responsive web & mobile app design
- Expert in Adobe Creative Suite, Photoshop, Illustrator, InDesign, Figma, Sketch, Miro
- Management & leadership experience with the ability to multitask, manage multiple workstreams & teams

## EDUCATION:

- VCU Brand Center: Masters Degree / Art Direction & Comms Design
- Virginia Commonwealth University: Bachelors Degree / Mass Communications & Advertising

## PORTFOLIO & CONTACT INFO:

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## AWARDS & ACCOLADES

