



# ANIL KULKARNI

CREATIVE DIRECTOR (ART)

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Portfolio:

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*To thrive in a flourishing, creative and imaginative environment, build immersive art, creative experiences, campaign, platforms, products and communities.*

## Professional Summary

Strategic and concept-driven Creative Director with over 18 years of expertise in art direction, integrated advertising, and digital media. Proven ability to lead and manage creative teams, delivering innovative, solutions-driven work across online and offline media. Proficient at developing big ideas, visual conceptualization and creative execution while prioritizing deadlines, managing multiple creative projects and brands simultaneously. Recognized for collaborative leadership, driving brand excellence and breakthrough campaigns while building strong client relationships. Highly skilled in social media communication design, branding, print and motion graphics, with a deep understanding of current creative and design trends. Passionate about Creativity and Technology.

## Core Skills

- **Leadership and Project Management:** Recruiting, Managing & Leading Design Teams, Delegating Work, Providing Feedback, Prioritize Deadlines, Manage Multiple Brands and Creative Projects Leading Client Meetings, Presentations
- **Creative Direction:** Art Direction, Conceptualization, Creative Strategy, Big Ideas, Integrated Campaigns, Brand Identity Design
- **Channels:** Social Media, Digital Media, Print, Integrated Communication, Motion Graphics, Video, Content Creation, User Interface
- **Collaboration:** Interpersonal Skills, Team-Oriented, Mentorship & Motivation to Junior Designers, Conducting Brainstorming Sessions, Training Sessions
- **Tools:** Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Wrike, Slack
- **AI & Automation Tools:** ChatGPT, Midjourney

## Professional Experience

### CREATIVE DIRECTOR-CONSULTANT

#### Fluidscapes Consultants, Mumbai - May 2024 to Present

I lead a diverse creative team of 15+ Art Directors, Video Animators, Editors, and Content Writers, taking a pivotal role in streamlining workflows by introducing new processes to enhance efficiency. I am responsible for developing and implementing comprehensive brand guidelines to ensure visual consistency across various platforms for multiple brands. Furthermore, I spearhead creative strategies and oversee day-to-day creative operations, delivering impactful and cohesive digital communication.

Brand: **Green Growth Consultancy, Mahindra EV, Mumbai Bank and more.**

### ASSOCIATE CREATIVE DIRECTOR (ART)

#### 4AM Worldwide, Mumbai - November 2022 to April 2024

Led the integrated mandate for several key brands, managing both day-to-day creative execution and strategic New Business Development (NBD) initiatives. Supervised a team of 8+ Art Directors and Visualizers, while overseeing Video Animators and Editors to meet daily video content requirements for various clients.

Oversaw the end-to-end creative process, ensuring high-quality output aligned with brand guidelines. Provided direct support to the Creative Director (CD) and Chief Creative Officer (CCO), contributing to overall creative strategy. Additionally, played a key role in mentoring and training team members, and was actively involved in the hiring of new talent.

Brands: **R-City Mall, R Mall, Mindspace Business Park, Trubore, Timezone and more.**

## ASSOCIATE CREATIVE DIRECTOR (ART)

### ORGANIC by MSL, (Publicis Groupe), Mumbai - April 2017 to November 2022

Led a dynamic team of 8 Art Directors and Visualizers under the guidance of MD, managing both digital and mainline mandates. Spearheaded impactful campaigns, offering strategic creative direction while optimizing team performance. Facilitated cross-functional collaboration to enhance workflow efficiency and daily operations. Played a crucial role in talent acquisition, team performance evaluations, and the standardization of creative processes. Led brainstorming sessions, client meetings, and presentations, while conducting regular learning sessions to keep the team aligned with industry trends. Contributed significantly to new business pitch wins, securing agency growth, and received recognition for award-winning campaigns across both national and multinational brands.

Brands: PharmEasy, VFS Global, Pearl Academy, FGLI, Mondelez India, MagicBricks.com, Times Passion, MirrorTribe, Mahindra Cero, Randstad, IFB Fresh Catch, IFB Minute Meals, Ocean Spray Drinks, Pfizer, Mahindra Hariyali, IDBI Bank, BMGF, Ministry of Aayush India, Credai, SBUT, Monsanto India and more.

## CREATIVE GROUP HEAD

### MSL (Publicis Groupe), Mumbai - May 2010 to March 2017

Joined MSL at its inception as an Art Director, working under the mentorship of the National Creative Director for over five years. Demonstrated strong performance, resulting in multiple promotions over time, which contributed to my career growth within the organization. Led a team of 6 Art Directors and Visualizers, delivering high-impact creatives and award-winning campaigns. Collaborated with cross-functional teams to streamline workflows, prioritize tasks, and ensure timely project completion. Recognized with awards for several prestigious campaigns, and had the opportunity to work with leading national and multinational brands throughout my tenure.

Brands: Reckitt Benckiser, Sony Pix, Burrp! Food Delivery App, JICA India, Future Learning, Glenmark, Courtyard Marriott, Saint Laurn Hotel, ACC Cement, Fino Paytech, Rohan Lifescape, ADF Foods, IFFCO etc.

## SR. VISUALIZER

### BrandWhiz, Mumbai - July 2007 to April 2010

At Brandwhiz, an independent and renowned creative consultancy, I led a team of 2 Visualizers, working closely with CD. I played a key role in pitch work and had the opportunity to direct my first photography assignment for 'Adore Jewellery' with the celebrated Gautam Rajadhyaksha. I handled both ATL and BTL projects for several prominent lifestyle brands, including Diamond Show, Adora Jewellery, Diti Jewellery, Gitanjali Gems, Swaranjali, ME, JL Morison, DiamondWorld.com, and more.

## VISUALIZER

### Vinegar Creatives, Mumbai - April 2004 to June 2007

At Vinegar, I played a key role in assisting CD with the development and finalization of campaigns and contributed to Business Development initiatives. Managed the creative requirements for Ram Ratna Group, a leading brand in the Cables & Wires sector, overseeing end-to-end ATL and BTL activities, including newsletters (KabelTalk) and communications for divisions like RR-Eubiq, RR-Shramik, and RR-Kabel.

Other Brands: Amfco Shipping, Ornate Kitchen, Sai Maritime, GTC, City Girl Clothing, Radico Khaitan etc.

## Notable Awards

- India Content Leadership Awards 2022 Gold: #YogaForHumanity, #GlobalAyushSummit (Ministry of Ayush)
- THE MOMMYS 2022 Winner ● PR Awards Asia 2022 Bronze: #DeliverThanks (Amazon India)
- Velocity Awards 2021 Gold: #PledgeToReuse (Amazon India)
- South Asia SABRE Awards 2021 Gold ● Velocity Awards 2021 Silver: #KeepItReal (Pfizer Upjohn India-Viagra)
- KALEIDO Awards 2019 Bronze: #KaKiTayyari (Future Generali Life Insurance)V
- Creative ABBY Awards 2018 Gold ● Fulcrum Awards 2018 Gold: Nayi Umeed #ChangelsNear (SBUT)
- SABRE Awards 2016 Excellence: Burrp NYE Hunt Instagram Campaign (Burrp!)
- MSL Group 2014 Gold: RB Mavericks Case Challenge (Reckitt Benckiser)
- RMAI Awards 2012 Gold, Bronze: UDAAN (Future Learning)

## Education and Personal Details

- Bachelor of Fine Arts (Applied Art)-Government School of Art, Directorate of Art, Maharashtra State
- PG Diploma in Art Education-Directorate of Art, Maharashtra State

Languages: English, Hindi, Marathi | Date of Birth: 3rd July 1978 | Marital Status: Married

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