



ANIL KULKARNI

Creative Director | Strategic Creative Leadership & Integrated Communication

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Professional Summary

Creative Director with 20+ years of experience shaping integrated brand communication across digital, social, traditional, and motion-led platforms. Known for building strong creative teams, nurturing talent, and translating complex briefs into clear, compelling creative directions. Has consistently contributed to agency growth through new business pitches, long-term client retention, and award-winning campaigns across corporate, BFSI, government, pharma, and consumer brands. Combines creative judgement, cultural understanding, and evolving technology to deliver work that is both effective and enduring.

Strong working experience with AI-assisted creative workflows using tools such as ChatGPT, Gemini AI, Runway, Flow, Envato, and other emerging platforms. Uses AI strategically for idea exploration, visual references, scripting support, workflow efficiency, and faster creative iterations while keeping original thinking, brand context, and creative judgement at the core of the process.

Core Capabilities

- Creative Leadership & Art Direction
- Integrated Campaign Thinking & Big Ideas
- Brand Thinking, Visual Language & Consistency
- High-Stakes & Reputation-Sensitive Communication
- Team Building, Mentoring & Performance Reviews
- Talent Hiring, Interviewing & Team Structuring
- Creative Training & Skill Development Sessions
- New Business Pitches, Concepting & Presentations
- AI-Assisted Ideation, Exploration & Decision Support
- AI Workflow Integration for Creative Development

Professional Experience

CREATIVE DIRECTOR

Ventures Communication, Mumbai | Feb 2025 – Present

Lead overall creative direction for key accounts across energy, BFSI, and corporate communication. Build and guide creative teams with a focus on craft quality, thinking depth, and long-term growth. Closely involved in hiring, mentoring, and strengthening team capability while contributing actively to new business pitches and client acquisition. Work directly with senior clients and account leaders to shape communication direction and long-term brand narratives.

Key Brands: Bharat Petroleum, BeCafe, Indian Overseas Bank, Nayara Energy, Mumbai Port Authority.

CREATIVE DIRECTOR

Fluidscapes Consultants, Mumbai | May 2024 – Feb 2025

Led and scaled a multi-disciplinary creative team across art, motion, and video while improving creative quality benchmarks and review processes. Played a hands-on role in new business pitches, presentation leadership, and internal creative training sessions focused on digital formats, brand thinking, and creative standards. Also supported smoother operational workflows and consistency across accounts.

Key Brands: Mahindra EV, Mumbai Bank, Green Growth Consultancy

ASSOCIATE CREATIVE DIRECTOR (ART)

4AM Worldwide, Mumbai | Nov 2022 – Apr 2024

Led creative execution for integrated campaigns across retail, real estate, and entertainment brands while mentoring Art Directors and Visualizers through regular reviews and guidance. Worked closely with leadership teams to improve creative consistency and contributed actively to new business pitches and onboarding of new accounts.

Key Brands: R-City Mall, R Mall, Mindspace Business Park, Timezone, Trubore

ASSOCIATE CREATIVE DIRECTOR (ART)

ORGANIC by MSL, (Publicis Groupe), Mumbai | Apr 2017 – Nov 2022

Led integrated digital and mainline communication for several national and multinational brands while managing and mentoring teams of Art Directors and Visualizers. Contributed significantly to new business wins, pitch presentations, and agency growth during key phases while helping deliver multiple award-winning campaigns and maintaining strong client relationships.

Key Brands: PharmEasy, Mondelez India, Pfizer, VFS Global, MagicBricks.com Mahindra Hariyali, Ministry of Ayush, IDBI Bank, IFB, Ocean Spray, SBUT, Monsanto India

CREATIVE GROUP HEAD

MSL (Publicis Groupe), Mumbai - May 2010 – Mar 2017

Progressed from Art Director to Creative Group Head through consistent creative performance and leadership. Led integrated campaigns across FMCG, hospitality, corporate, and public-sector brands while supporting new business pitches and helping strengthen the agency's creative reputation during its formative years.

Key Brands: Reckitt Benckiser, Sony Pix, Burrpl, ACC Cement, Glenmark, Courtyard Marriott, Future Learning, JICA India

Early Career

- **Senior Visualizer** - BrandWhiz (2007–2010)
- **Visualizer** – Vinegar Creatives (2004–2007)

Built strong foundations in art direction, campaign development, photography direction, and ATL/BTL execution across lifestyle, FMCG, and industrial brands.

Selected Awards

- Creative ABBY Awards – Gold (Crisis Communication)
- South Asia SABRE Awards – Gold (Digital Campaign)
- India Content Leadership Awards – Gold (Government Campaigns)
- PR Awards Asia – Bronze
- Velocity Awards – Gold & Silver
- RMAI Awards – Gold & Bronze

Tools & Platforms

Adobe Illustrator | Photoshop | After Effects | Wrike | Slack | Keka

AI Tools: ChatGPT, Gemini AI, Midjourney, Envato, Runway, Perplexity, higgsfield.ai

Education

Bachelor of Fine Arts (Applied Art) – Government School of Art, Maharashtra

Post Graduate Diploma in Art Education – Directorate of Art, Maharashtra