

AKASH CHATTERJEE

Creative Director

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Mumbai, India

PROFESSIONAL SUMMARY

Award-winning Creative Director with 8+ years of experience building integrated campaigns and creative ecosystems for global brands including Netflix, Samsung, Amazon Prime Video, Air India, and Nykaa. Proven track record of leading high-performance creative teams, driving measurable business outcomes, and delivering campaigns that win awards and generate revenue. Named Impact 30 Under 30 (India); Shorty, Sammys, DGX, and ET Brand Equity award winner.

Helping ambitious Agencies move beyond rented media and into owned cultural assets and campaigns.

KEY COMPETENCIES

Core Skills: Creative Direction · Brand Strategy · Integrated Campaign Architecture · Brand Storytelling · Creative Leadership · Content Strategy · Cross-functional Team Leadership · Creative Operations · Campaign Management · Brand Community Building · Creative Production · Performance Creative

Tools & Platforms: Adobe Creative Suite (direction & review) · Figma (direction & review) · Canva · Slack · Google Docs & Slides · Microsoft Excel · Claude · Gemini

PROFESSIONAL EXPERIENCE

Creative Director - Independent Brand Consultant 2025 – Present

Self-employed · Remote · Mumbai, India

- Consulted on brand IP architectural strategy for Air India and Nykaa, shifting focus from rented media space to owned cultural assets with measurable audience growth.
- Spearheading growth, content strategy, and integrated campaign management for Upar Chal - India's first artist-led community - driving user acquisition, event attendance, and social media growth.

Creative Director 2024 – 2025

SoCheersDigital · Full-time · Mumbai, India

- Directed and managed a 18-member cross-functional creative unit building operational systems that aligned creative output with strict business objectives and profitability targets. Across brands such as Amazon Alexa, Netflix, Superdry, ITC & more
- Conceptualised and executed comprehensive integrated marketing campaigns achieving a combined reach of 100M+ views across platforms, including multiple successful national brand campaign launches.
- Oversaw end-to-end production of high-budget integrated marketing assets across channels, ensuring brand tonality, quality control, and on-time delivery.

Senior Creative Lead 2020 – 2023

SchbangDigital · Full-time · Mumbai, India

- Directly contributed to agency revenue growth by improving pitch success rates by 30% year-on-year through data-backed storytelling, creative strategy, and high-impact presentations.
- Led cross-functional creative team of writers, directors, and strategists to deliver integrated digital campaigns for premium clients including Johnson & Johnson, Amazon Prime Video, and Xiaomi.
- Produced high-volume branded content across film and influencer platforms, driving brand recall and campaign performance in highly competitive digital environments.

Creative Strategist 2019 – 2020

GrapesDigital · Full-time · Mumbai, India

- Developed digital-first brand narratives, writing and producing multimedia content including film scripts, creator-led campaigns, and editorial content strategies.
- Collaborated with strategy team to craft integrated narratives that measurably enhanced brand engagement and campaign performance.

Social Media Creative 2018 – 2019

ColourcraftStudio · Full-time · Mumbai, India

- Delivered social media content strategies tailored to brand tone and target audiences across multiple client accounts.
- Strengthened client relationships and identified new business opportunities through proactive creative proposals.

Content & Growth Strategist 2017 – 2018

OnlineSales.ai · Full-time · Mumbai, India

- Produced video and blog content for digital and B2B audiences, supporting lead generation and business development efforts through data-driven storytelling.
- Assisted in pre-sales planning and pipeline development through targeted content strategy and creative presentations.

AWARDS & RECOGNITION

Impact 30 Under 30 (India) · Shorty Awards '22 · Sammys '22 & '23 · DGX '23 · ET Brand Equity '25

EDUCATION

Bachelor of Engineering - Civil Engineering

Symbiosis Institute of Technology | 2013–2017