



SAMINDER GHAI

Group Creative Director

PROFILE

Creative Brand Management Specialist: Currently, I'm working as a Group Creative Director with comprehensive experience of 19 years in brand planning & strategy, and various aspects of communication across multiple touch points - Developing and implementing effective communication plans for brand building and promotion across categories - Skills include: insightful brand communication, creative leadership, strategic marketing in sync with world trends, expertise in insight mining and creative execution across all media platforms.

CONTACT

PHONE:
+91 9810265027

EMAIL:
sammyghai@gmail.com

EDUCATION

Amity School of Communication

2001-2002

Completed post graduate diploma course in Advertising Communication & TV journalism from a leading university in India.

Bangalore Institute of Technology

1995-2000

Graduated with Bachelors in Engineering (BE) in Industrial Engineering and Management from one of the premier colleges affiliated with Bangalore University.

WORK EXPERIENCE – 19 YEARS

Innocean Worldwide - Group Creative Director

2015 – Continuing

Heading entire communication for Hyundai Motors India Ltd. portfolio - Eon, i20, Grand i10, Creta, Verna, Elantra, Tucson, Hyundai – ICC Sports marketing communication, Service & Sales verticals, & digital media.

RK Swamy BBDO - Creative Director

2014-2015

[Describe your responsibilities and achievements in terms of impact and results. Use examples but keep in short.]

Draff FCB Ulka – Associate Creative Director

2011-2014

Held creative duties for accounts like Hero Moto Corp. Whirlpool of India, Bausch and Lomb, HCL Computers etc.

Publicis India – Creative Group Head/ Copy

2005-2008

Nestle MAGGI Noodles, Soups and Sauces, HP Computers, Imaging and Printing Division

SKILLS

Brand communication, creative direction, creative execution, script writing for TV, understanding film post-production in depth, digital ideation, and overall communication design.

STRENGTHS

Fairly traveled, multilingual, love to understand and learn from cultural nuances that imprint themselves on consumer behavior.

I believe in the power of human stories.

It could be a quick 10 second delivery or a long format piece, but if rooted in a true undiluted emotion, it has the power to change all perceptions and make all the difference.

I am experienced in supervising creative output for successful campaigns that includes collaborating actively with research & planning teams, and keeping a pulse of trending multimedia opportunities across existing and new age platforms for an accurate digital first approach.

PROFESSIONAL SNAPSHOT

- An experienced, hands-on Creative Brand Management Professional, I believe I'm a good & effective leader with a relevant strategic perspective. I adapt to new places easily; enjoy exploring and learning about newer cultures.
- I am a quick learner; having worked on multiple categories, MNC & FMCG, Banking, Telecommunication and automotive brands across my career has given me the chance to gain knowledge about consumer behaviour in depth, as well as given me exposure to global culture.
- I'd like to think of myself as a key member of my organization, infusing good vibes into my work environment and the people I'm working alongside. Constantly inspired and fascinated by the ever-changing world of new media.
- I'm hard-working, honest & enthusiastic, and a staunch believer in work-life balance

BRANDS HANDLED

Hyundai Motors India Ltd. entire brand portfolio: CRETA, VERNA, Grand i10, Tucson, Elite i20, 2018 SANTRO, Elantra, Service and Sales Verticals

Nestle India, MAGGI Rice Noodles, Cuppa Noodles, MAGGI Soups and Sauces, Hewlett Packard Computers, Imaging and Printing Verticals

Hero Moto Corp. Motorcycles, Bausch and Lomb, HCL, Whirlpool Appliances to name a few.