

SAMAR YERAPALE

Creative Director



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Wadala, 400037.

PROFESSIONAL SUMMARY

"Accomplished Creative Director with 17+ years of experience leading teams and driving innovative marketing strategies. Skilled in brand development, project management, and aligning creative initiatives with business goals. Focused on delivering high-quality results and fostering collaboration to enhance company growth and reputation."

WORK EXPERIENCE

- Creative Director**
The Small Big Idea (Nov 2021 - Present)
- Associate Creative Director**
Publicis Group (Mar 2018 - Oct 2021)
- Art Director**
Indian Arts (May 2017 - Oct 2017)
- Sr. Visualiser**
Triton Communication (Dec 2015 - April 2017)
- Visualiser**
Vigilante Communication (Nov 2014 - Oct 2015)
- Visualiser**
Cayenne Communication (Jan 2014 - Oct 2014)
- Art Intern**
DDB Mudra (Oct 2013 - Dec 2013)
- Account Executive**
DDB Mudra (Oct 2007 - Dec 2010)
- Traniee**
Ambience Publicis, Mumbai (Jan 2005 - May 2005)

EDUCATION

- B.Com Graduate**
M.L Dahanukar
(March 2003 - Nov 2004)
- 1 Year Post Graduation Diploma in Marketing**
Welingkar Institute of Management
(March 2007 - April 2008)
- 2 Years Diploma in Commercial Art**
Manthan (The School of Creative Advertising & Art)
(Aug 2011 - Aug 2013)

TOOLS



LANGUAGE

ENGLISH HINDI MARATHI

BRANDS WORKED ON

SPORTS : Gujarat Giants Kabaddi | Ahmedabad Marathon | Gulf Giants Cricket | U Mumba Kabaddi | Mumbai Indians
RETAIL : Future Group | Adani Group | Inorbit | Pepe Jeans | Brand Factory | Bevdaas | Disney India | TBZ Jewellery | Mothercare
CHANNELS : Zee TV | Zee Marathi | Zee Yuva | Zee Café | &TV | HBO | Shemaroo | The Qtv | Colors TV | Sony BBC Earth | Sony Liv | Jio Cinema
ENTERTAINMENT : Dharma | Ajay Devgn Production | Pratilipi Audiobook
BANKING & FINANCE : Yes Bank | Citi Bank | IDFC Bank | ICICI Direct | Mahindra Mutual Fund | Mahindra Mutual Finance | Policy & Paisa Bazaar
AUTOMOBILE : Skoda | ATG Tyres | Ralco Tyres | Ashok Leyland
PHARMACEUTICAL : GSK | Lactare | Protein X | Sandu Pharma | P&G | Dabur International | Zydus
REAL ESTATE: Wadhwa | Sobha Realty | Sanghi Cement | AGL Tiles
AWARDS : Filmfare | Femina | Zee Cine Awards
DISTILLED DRINKS : Kingfisher Buzz | Brima Sagar
TRAVEL : Veena World

SKILLS

Leadership and Team Management Project Management Adobe Creative Suite Design Thinking
Creative Direction Brand Development Client and Stakeholder Communication Research
Visual design Iconography Typography Infographics