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SUMMARY

Dependable, dynamic, enthusiastic, creative and adept at taking on responsibility and multi-tasking efficiently.

CAREER OBJECTIVE

To build a career in planning, creating and executing effective advertising, promotional and marketing solutions through exceptional concepts and design.

EDUCATION

Diploma in Creative Advertising

Centennial College, East York, Ontario, Canada [2006]

Bachelor's Degree in Social Work [Counseling major]

Osmania University, Hyderabad, India [2002]

SKILLS

Professional:

- Team leader, with experience in handling groups;
- Efficiently manage and prioritize multiple tasks;
- Strong communication and inter-personal skills;
- 'Attention to Detail' oriented.

Technical:

- Excellent knowledge of computers [Mac and PC Platforms];
- Fluency with the Microsoft Office Suite [Word, Excel, PowerPoint, Access, FrontPage and Visio];
- Fluency with the following design / graphic applications:
 - Adobe Photoshop, Illustrator, In-Design, Acrobat Professional, Adobe Designer;
 - Macromedia Dreamweaver;
 - QuarkXPress.

AWARDS / ACHIEVEMENTS

- Art Director – TILT, Centennial College's Student-Run Advertising Agency (2005).
- Recipient of the 2005 NEWAD Media Scholarship ["awarded to two third year students who are actively involved in peer tutoring, the Advertising Student Society, the Program Advisory Committee, participates in college events and possesses a minimum 3.5 cumulative GPA"].
- Won Silver in the Advertising Educator's Association of Canada's (AEAC) IMC Student Competition, 2005.

WORK EXPERIENCE

Art Director

Yew+Bamboo Inc., Toronto, ON
 [December 2009 - Date]

Development of fully integrated campaigns to support the President's Choice portfolio of financial products and PC services in an in-store retail environment as well as in mass media.

- President's Choice Financial (Banking, MasterCard, Insurance, Mortgages and Investment products)
- PC Points (loyalty program)
- PC Telecom

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Art Director

Padulo Integrated Inc., Toronto, ON
 [January 2006 - December, 2009]

Development of integrated marketing campaigns across all tiers and channels of communication, from In-store promotional signage and coupons, to mass media, including direct mail, television, radio, web, and outdoor.

- Walmart Canada
- Rexall Family of Pharmacies [Katz Group Canada Ltd.]
- The Bay [Hudson's Bay Company (Hbc)]
- Citi MasterCard [Citi Cards Canada, Citibank]
- First Choice Hair Cutters [Regis Corporation]
- Royal LePage Real Estate Services Ltd.
- Aeromove (A program for Aeroplan members)
- McKeil Marine Ltd.
- Famous People Players
- Park 'N Fly
- Peoples Diamonds [Peoples Jewellers]
- The Millbrook International 3-Minute Film Festival

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Art Director / Production Coordinator

Contrast Newspaper, Toronto, ON
 [June 2005 - October 2005]

- Layout, design and pre-press of weekly newspaper;
- Coordination of content from journalists, reporters, photographers and advertisers.