



Hello.  
I'm  
Anup  
Singh

Phone

+91 7045766154

Email

anupvijaysingh@gmail.com

Website

anupvijaysingh.in



Anup Singh

Associate Group Head

Profile

A creative person dedicated to simplicity, design, and beauty. Offering over 9 plus years of experience in creative direction, design, branding and team development. Demonstrates best practices, industry knowledge, time management and cost reduction. Skilled in ideation through design thinking to lead innovative thought and creative solutions. Measures effectiveness through client satisfaction. Capable of transforming complex business narratives into storytelling visuals.

Work Experience

Oct 2023- Present  
Jupiter Money,  
Bangalore

Senior Brand Designer

As the Performance Marketing Creative Manager at Jupiter Money, I lead a team of six, managing diverse creative aspects. My role includes overseeing performance marketing creatives, ad films/videos, in-app visuals, office brandings, and social media pages.

**Key Contributions:**  
**Team Leadership:** Successfully motivated and led a team, fostering innovation and collaboration.

**Creative Management:** Directed high-impact performance marketing creatives, aligning with strategic goals. Managed end-to-end ad film and video production, incorporating innovative visual approaches. In-App and Office

**Branding:** Oversee in-app visuals and office brandings, ensuring a cohesive brand representation.

**Skills Acquired:**  
Proficient in creative tools and project management. Effective communication and collaboration across departments. In-depth knowledge of product design.

Working at Jupiter Money has allowed me to blend creativity with strategy.

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Dec 2022- Oct 2023  
Ogilvy & Mather,  
Bangalore

Associate Creative Director

In my role as the ACD at Ogilvy, I have been working on the Allen Solly, India's largest and fastest-growing brand, I've played a pivotal role in launching two successful mainline campaigns and several digital initiatives, including Women's Day, Christmas, and New Year's campaigns. I also led the complete revamp of the brand's Instagram aesthetics, giving it a fresh and engaging look that aligns perfectly with the brand's identity.

My creative contributions have not only strengthened the brand's visual presence but also helped drive its ongoing growth.

Dec 2019- Nov 2022  
Dentsu Webchutney,  
Bangalore

Associate Group Head

Responsible for managing one of the biggest client for the agency, Flipkart, Vedantu, HK Vitals and Iqoo mobiles.

Planning and executing the strategic digital and social media campaigns with stellar brand management to increase sales by implementing selling initiatives for their marketing teams.

Managing a 8 member team of creative Visualizers and Art Directors, assisting them with enhancing their skills. Collaborating closely with strategic planners, business leads and client-side partners. Performed staff management functions, including interviewing, hiring, mentoring.

Managing all production led requirements and art direction during film shoots .

2018 - 2019  
VMLY&R, Mumbai

Art Director

Supervised a small team and worked to accomplish 100% client satisfaction.

Oversaw all aspects of design and development, and offered design solutions when necessary.

Assisted the conceptual team to bring concepts to fruition. Utilized crucial design software skills to assist with projects

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2015 - 2018  
The Glitch, Mumbai

Associate Art Director

Worked to support the senior creative staff with day to day tasks.

Worked closely with the creative team to brainstorm creative concepts and generate frameworks necessary to produce optimal promotional media.

2014-2015  
Nine Media, Jaipur

Senior Visualizer

Design and developed visual system for special events, private label, seasonal and store campaigns.

This includes: Brochure, newspaper print ads, Outdoor, logo identity and merchandise

2013-2014  
NMNC Designs,  
Jaipur

Graphic Designer

Conceptualised and designed Emailers, Flyers, Magazine ads.

Worked on various real estate logos and identity.

Helped the team with concepts and artwork support

# Awards & Recognition

2019	The marketing events award
	● Best PR stunt Gold
	● Best experimental marketing Bronze
	Campaign Asia event marketing
	● Best PR stunt Bronze
	● Best brand activation Silver

# Skills

Communication	<div><div></div></div>
Writing	<div><div></div></div>
Art Direction	<div><div></div></div>
Organization	<div><div></div></div>
Leadership	<div><div></div></div>
Planning	<div><div></div></div>

# Education

Diploma, Art Direction	Senior Secondary School
Arena Animation (Jai pur, Raj.)	Rajasthan. Board (Jaipur, Raj.)
JULY 2008 – JANUARY 2011	June 2007 – 8