

# Sameer Nawab

## Art Director

### CONTACT



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### EDUCATION

- Diploma in Creative Advertising,

- Seneca College, Toronto

Graduate with Honours

2021- 2023

- Bachelor of Marketing, Communication & Media Studies.

- Diploma In Liberal Arts.

- FLAME University, Pune

Major: Communications, Minor: Film & TV

2011 - 2015

### CERTIFICATIONS

- IBM: Enterprise Design Thinking Practitioner
- Hootsuite: Platform Certification
- Hootsuite: Social Marketing
- Stukent Mimic: Market Research.
- Stukent Mimic: Content Marketing.

### SKILLS

- Adobe Creative suites
- Art Direction
- Brand Identity
- Design thinking
- Digital & Print Media
- Conceptualization
- Creativity
- Graphic Design
- Problem-Solving
- Project Management
- Story Boarding
- Team Management
- Visual Communications
- Video Editing

### Hello, I'm Sameer

I believe When you're truly invested in something, you're more inclined to experiment, push yourself beyond your comfort zone, and create something that fits together like jigsaw puzzle pieces. As an experienced art director, I bring to each project a unique blend of creativity and strategy. I am very passionate about visual narrative and have a strong eye for detail. With a background in advertising and photography, I know how to build memorable and effective campaigns. My ability to think outside the box and work as part of a team keeps me engaged and motivated. I am constantly pushing the boundaries in order to create work that meets and exceeds expectations.

### EXPERIENCE

#### SENIOR ART DIRECTOR

##### Through Black Advertising

2020- 2021

- Developed and led social-first campaigns, increasing brand awareness by 20%.
- Led design team to create visually appealing, brand-compliant designs that effectively conveyed messages.
- Implemented innovative concepts by collaborating with copywriters and creative teams, resulting in the successful launch of engaging marketing campaigns.
- Managed and directed creative teams, fostering collaboration and innovation.
- Executed campaigns with a strong focus on digital and social media platforms.

#### ART DIRECTOR

##### Freelance (Various Clients)

2017 - 2021

- Specialized in creating viral social media content, resulting in a 30% increase in brand recognition.
- Oversaw the complete development process of advertising campaigns from concept to execution, successfully optimizing timelines, budgets, and resources resulting in a 20% reduction in production costs.
- Pioneered digital marketing strategies, successfully integrating pop culture and technology trends.
- Led client projects from conception to execution, enhancing client satisfaction to 95%.
- Collaborated with copywriters and creative teams to bring innovative concepts to life.
- Managed end-to-end development of advertising campaigns, optimizing timelines, budgets, and resources.
- Provided photographic services to individuals, corporations, and organizations, creating visually stunning photos that capture the essence of the subject and tell a story.

#### MARKETING EXECUTIVE

##### Hotel Furatt International

2015 - 2018

- Implemented digital marketing campaigns, increasing web traffic by 30% and online bookings by 20%.
- Collaborated with web development team to redesign and optimize website, leading to a 40% decrease in bounce rate and a 15% increase in average time spent on site.
- Redesigned website in collaboration with the web development team, improving user engagement.