

Swapnil Joshi

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<https://swapthecreative.com>

Summary

As a Creative, I've worked in different areas including digital, social, web development, performance creative, strategy, OOH, interactive, and print. I've managed and led multiple teams and pushed the creative boundaries and elevated the execution. I've designed and concepted ideas for print, digital, video, social media, TikTok, and integrated campaigns while overseeing resourcing, ideation, rounds of feedback, production, post-production, and managing deliverables.

Experience



Creative Director

Coolr

Jan 2023 - Present (6 months)

Managed a team of 4 creatives, and led the accounts for Lyft and Dolby managing their TikTok, Instagram, and Twitter. Accomplished winning a Shorty Award for work on Lyft.



Creative Director

Freelance

Jan 2017 - Present (6 years 6 months)

worked on a lot of conceptual ideas for social media and digital channels. Experience with lifestyle, beauty, skincare, airline, luxury goods, entertainment, and accessories.

Clients include: McCann Worldgroup, 360i, University of Miami, PopSockets, Hogarth, Havas Tonic, AMP Agency, Decoded, etc



Associate Creative Director / Senior Art Director

Hogarth

Jan 2020 - Mar 2023 (3 years 3 months)

Managed a team of four creatives and led productions for multiple brands. Leading the paid social campaigns and always on organic social content by concepting ideas, storyboarding, overseeing production and post-production, leading and mentoring creatives, and managing deliverables for Jameson Whiskey, Absolut Vodka, Instagram, No. 7 Beauty, Soap & Glory, Botanics, and Walgreens.



Art Director

PopSockets

Jul 2018 - Dec 2019 (1 year 6 months)

Marketing Campaigns on the in-house team working on Product Launches, Email Design, Website Banners, Directing Photography and Videos, Social Media Content, and Strategy.



Freelance Art Director

360i

Oct 2016 - Dec 2016 (3 months)
Market: US and global
Social media content, video production and content strategy
Clients: Bose, Perrier and Oreo

 **Freelance Art Director**

McCann Worldgroup
Jul 2016 - Oct 2016 (4 months)
Market: Local, South America and Caribbean
Client presentation, pitches, campaign strategy, planning, social media strategy and content, conceptualizing for campaigns.
Clients: Flow, LATAM airlines, Master card and pitches

 **Creative Intern**

Havas Play
Jan 2016 - Jun 2016 (6 months)
I've been responsible for the art direction of lifestyle and entertainment brands like Longines, Fox, American Express and internal marketing. Worked with the digital team and the strategy.
Created framework and content for Versy - an app launched to the US hispanic market.
Launch strategy and also local content for the app for the three major cities; New York City, Miami and Los Angeles.

 **Events/Marketing Manager**

Limkokwing University of Creative Technology
2012 - 2014 (2 years)
I was able to accomplish sponsorship from Universal Music Malaysia and Sony Music Group Malaysia.
Covered events like Future Music Festival Asia 2013, Tiesto, Zed and Axwell, David Guetta, Miss Nina and others.

Education

 **Miami Ad School (M.AD School)**

Associate's Degree, Commercial and Advertising Art
2015 - 2016

 **Limkokwing University of Creative Technology**

Bachelor of Architecture (B.Arch.), Architecture
2011 - 2014

 **Podar ISC (mumbai)**

ISC, science
2009 - 2011