



**24+ YEARS OF BUILDING BRANDS. LEADING TEAMS. MAKING IDEAS MATTER.**

Award-winning Creative Director with global experience across advertising, digital, social, and brand communications. Helping brands connect, engage, and grow through strategic creativity and strong leadership.

MICA Gold Medalist. Published Author. Creative Leader exploring the intersection of storytelling and AI.

[www.deepaksanthanam.com](http://www.deepaksanthanam.com)

**CREATIVE DIRECTOR • BRAND BUILDER • AUTHOR • AI EXPLORER**

## CORE EXPERTISE

Creative Direction	Visual Storytelling
Brand Strategy	Team Leadership
Integrated Campaigns	Ai-Assisted Creativity
Advertising	Presentation Design
Social & Motion Content	Creative Operations

## PROFESSIONAL EXPERIENCE

### OMNICOM MEDIA GROUP (INDIA) / ASSOCIATE CREATIVE DIRECTOR

January 2023 - Present

Lead multidisciplinary creative teams delivering digital, social, presentation, motion, and communication design solutions for global brands and business units.

#### Key Contributions

- Lead and mentor a team of 15+ creative professionals
- Partnered with BBDO New York to deliver global campaigns for Bacardi, Bombay Sapphire, Dewar's, Martini, and Tequila Cazadores.
- Drive creative excellence and brand consistency across multiple international projects
- Deliver integrated communication programs spanning digital, social, print, motion, and presentations
- Developed internal engagement, learning, and culture-building initiatives adopted across the organization
- Introduced AI-assisted creative workflows using MidJourney, Firefly, Runway, and ElevenLabs

### MOBILISE AGENCY / HEAD OF DESIGN

June 2021 – January 2023

Led creative strategy and integrated campaigns across technology, enterprise, industrial, and B2B sectors

- Directed integrated campaigns across digital, print, and social platforms
- Led launch campaigns, branding systems, and communication frameworks
- Collaborated with marketing stakeholders to align creative solutions with business goals

### DISHA COMMUNICATION / CREATIVE SUPERVISOR

April 2019 – June 2021

Led brand strategy, integrated campaigns, and visual identity systems, helping organizations strengthen market presence and audience engagement.

### SAATCHI & SAATCHI / CREATIVE SUPERVISOR

May 2015 – March 2019

Partnered with global brands to deliver integrated communication programs across healthcare, technology, and enterprise sectors.

### FISHEYE CREATIVE / SENIOR ART DIRECTOR

May 2011 – April 2015

Led brand launches and integrated campaigns for retail, hospitality, and lifestyle brands.

#### EARLIER EXPERIENCE:

- **Pepercorn Communications** - November 2009 to April 2011
- **Brand-Comm** - April 2007 to October 2009
- **D&Z** - September 2003 to March 2007
- **WoC** - June 2001 to August 2003

## CREATIVE LEADERSHIP

- Published author on creativity, branding, and personal growth
- Active advocate for AI-assisted creative workflows
- Creator of AiMade, an experimental platform exploring AI and storytelling
- Mentor and creative leader focused on developing future talent
- Regular contributor to discussions around branding, advertising, and creative innovation

## CONTACT

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## EDUCATION

### CCC

**Crafting Creative & Communication**  
Mudra Institute of Communication (MICA),  
2008 – 2009

### B.Sc. Visual Communication

S.R.M Arts & Science College,  
1998 – 2001

## CERTIFICATIONS

- **Generative AI**  
Foundations Certificate –  
July 2025

## TOOLS & PLATFORMS

- **Adobe Suite:** Photoshop, Illustrator, InDesign, XD
- **AI Tools:** MidJourney, Adobe Firefly, Runway, ElevenLabs, Higgsfield
- **Video:** After Effects (Basic), Premiere Pro (Basic)
- **Presentation:** PowerPoint, Google Slides
- **UI/UX:** Figma

## ACHIEVEMENTS

- Gold Medalist in MICA - 2009
- Big Bang Awards - 2016, 2017
- Maddys - 2016, 2017
- Pepper Awards - 2017

## PUBLISHED BOOKS

### I Am the Idea That Sells

*A creative manifesto exploring how ideas shape brands, advertising, and culture.*

### The Man Who Spoke to Himself

*Reflections on creativity, life, and personal growth.*