

AMRITA DEY CHATTERJEE

Creative Director - Brand Marketing

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📍 Noida, Uttar Pradesh



PROFESSIONAL SUMMARY

Experienced communicator with 15 years of proven track record work in building and maintaining brand positioning, identity and purpose through strategic communication plans for marketing activities. Core Indian sectors include FMCG, retail and fintech. Founding member of 'The Collective', an ad-network of agency heads who help promote a toxic-free environment for work. Firm believer in the power of storytelling. A leader who loves to create more leaders in the making.

EXPERIENCE

Group Leader - Creative Director

4AM Worldwide Pvt. Ltd.

📅 2021 - 2023 📍 Mumbai, India

🌐 [4amworldwide.com](https://www.4amworldwide.com)

An integrated body of - an animation studio (FrameGame) and advertising agency (4AM Worldwide):

- Won new businesses, restructured and architected the entire creative agency, post new ownership for Mum & Blore offices.
- Met revenue targets of Rs. 10 Cr turnover in less than 18 months.
- Successfully renewed retainers and built long-term client relations.
- Built, nurtured and developed an award-winning and award seeking creative culture within 150+ employees.
- Collaborated with top industry pioneers to conduct and foster brand innovation workshops across teams, every quarter.
- Represented the agency as jury member and participant in almost every industry conference / award show for new business networking.
- Core clientele (won and retained): NEXUS MALLS | HOUSE OF HIRANANDANI | ANURAG KASHYAP FILMS | CLEAN SLATE OTT | ATHER ENERGY | SRIRAM PROPERTIES | RUNWAL GROUP | R MALL | MARFLIX PICTURES | CRY UK | AURUM GROUP | PRCAI | PIRAMAL CAPITAL | WONDERCHEF | ANDHRA PRADESH FISHERY | FAIRTRADE INDIA
- MEDIA RELATIONS

STRENGTHS



Successful Team SetUps

Searched, hired and retained good talent at 4AMWW, LightsOut and Isobar. Planned team routines + activities + op docs + reporting hierarchies + goal-setting for positive team growth and company culture.



Mindful Coaching

Guided and mentored 48 team members across 2 cities for team alignment, goal-setting & upskilling.



Cross-Team Collaborations

Known to collaborate with internal teams (PR, Media, Tech, Production, etc.) for a 360 degree holistic brand solution for every client delivery.

SKILLS

Strategic Communications

Media Relations

Brand Management

Crisis Communications

Internal Communications

Digital Communications

Social Media Management

Public Speaking **Leadership**

Team Management

EXPERIENCE

Co-Founder - LightsOut Studios

LightsOut Studio

📅 2019 - 2021 📍 Mumbai, India

🔗 lightsout.studio

Co-founded a product & design agency with like-minded partners:

- Developed co-working modules for cross-team functions within UX, production and digital marketing teams.
- Hired and built a safe, enthusiastic team culture for Pune and Mumbai offices (hybrid mode).
- Won, developed and executed integrated communication for health brands keeping the pandemic situation in mind.
- Collaborated with mental health experts to craft communication modules and campaigns for social awareness and open sharing.
- Core clientele : UNICEF WB | TEGO | KAPIVA | CULTSPORT | FITTR | SOSH | HUL HOME BRANDS

Group Head - Creative

Isobar - Dentsu Inc.

📅 2017 - 2019 📍 Mumbai, India

🔗 www.dentsu.com/in/en

Reported to the National Creative Head and the National Strategy Head for retainer and project clients.

- Hired as key performer for a creative pod, under the Isobar wing of Dentsu Aegis Media, India.
- Upgraded the creative team along with National Heads to think, ideate and deliver brand solutions in line with the media planning team for a holistic coverage.
- Key member of the Isobar Lab that infused new tech ideas into brand innovation in line with the client's business goals.
- Created award-winning work in collaboration with the Blore and Del teams.
- Won international accounts with the highest pitch conversion for 2018 - 19.
- Represented the team and network in all national and a few international award shows / industry conferences.
- Core clientele (won and retained): VISA | VIP INDUSTRIES | GODREJ & BOYCE | ESTEE LAUDER | MMT | REEBOK INDIA | VOOT OTT | ABFL | RAMADA HOTELS | MARKS & SPENCER | CEAT TYRES | OXEMBERG SUITS | DHFL.
- INTERNAL COMMUNICATION

EDUCATION

Masters in Creative Communication

MICA

📅 2007 - 2008

M.A in Film Studies

Jadavpur University

📅 2005 - 2007

B.A in Comparative Literature

Jadavpur University

📅 2002 - 2005

AWARDS

💎 **Cannes Finalist - Hotel Ramada & Reebok India**

💎 **Global Awards NY - Glenmark**

💎 **Clio Sports - Reebok India**

💎 **DMA Asia Echo - Bobbi Brown**

💎 **Kyoorius Design - Clean Slate Films**

💎 **Abby's - Bobbi Brown**

💎 **ET DigiPlus - Nexus Malls**

💎 **Realty+ - R Mall**

💎 **Promax Asia - Times Television**

💎 **AGIF - MAI, Bhaukaal & Salt City**

💎 **FoxGlove - Clean Slate Films**

💎 **Afaqs Startup Brand - Good Bad Films**

💎 **Agency Reporter's Front Benchers - ICICI Pru**

💎 **Konnect Insights Excellence - Sriram Properties**

EXPERIENCE

OAP Sr. Writer & Producer

Times Television Network

📅 2014 - 2017 📍 Mumbai, India

🌐 timesnetworksyndication.com

One of India's largest media conglomerates, i.e. The Times Group's digital and television wing, streamed across 100 countries.

- Key team member of a creative thinktank, responsible for packaging, identity creation of all branded content and programmes on-air + online.
- Key planning and execution team member for launch of Romedly Now, Zoom and Movies Now HD.
- Developed, scaled and established the TNN brand language across all channels for brand building.
- Worked in partnership with digital streaming teams of all channels to build content variation/social media adaptation/online audience understanding in comparison to on-air formats.
- Designed shoot budgets/shoot plans and worked closely with the studio team for post production and recording.
- Clientele: Internal - ROMEDY NOW | MOVIES NOW HD | TIMES NOW | ZOOM | ET NOW.

Senior Copywriter

Ogilvy One

📅 2011 - 2014 📍 Mumbai, India

🌐 ogilvy.com

A pioneering firm for advertising, brand experiences, PR and brand consulting, across 131 offices in 93 countries:

- Learnt the fine art of blending brand purpose, audience need and product offerings for brand love.
- Co-wrote and ideated memorable brand campaigns for awareness and thereby increased sales.
- Learnt to craft effective case studies for strong award entries.
- Won national and international awards alongwith the team.
- Core clientele (won and retained): CADBURY | GSK | JAGRAN GROUP | BILL GATES FOUNDATION | VODAFONE | ABBOTT.

MY LIFE PHILOSOPHY

Take up one idea. Make that one idea your life – think of it, dream of it, and live on that idea. Let the brain, muscles, nerves, and every part of your body, be full of that idea. This is the way to success.

- Swami Vivekananda

CERTIFICATION

Digital Marketing & Disruption

Columbia Business School

Generative AI

Google Intro to Generative AI

Data Analytics

Google GA Certification

Julian Cole

Strategy Finishing School

INDUSTRY EXPERTISE

Brand Storytelling



Important expertise in the job description



Important expertise in the job description



Important expertise in the job description



REFERENCES

Subrata De

Global Programming Head, VICE Media, US.

Anish Varghese

Ex-National Creative Head, Isobar India.

Shabeena Ahmed

Principal Consultant, Infosys India.

Tapopriya Datta

Brand & Digital Marketing Lead, Ceat Tyres, India.