

Madhura Nadkarni

Creative Director - Brand Marketing

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Education

Rachana Sansad College of Applied Art and Craft | BFA, Applied Art

Jun 2008 - May 2012, Mumbai

R.A. Podar College of Commerce and Economics | HSC

Jun 2006 - May 2008, Mumbai

Experience

GM Design - Brand Marketing | Swiggy

Dec 2023 - Present

Leading the design unit at Swiggy, driving bold and impactful creative work for marketing campaigns across Swiggy Food Marketplace and Instamart.

Spearheaded end-to-end execution of high-visibility campaigns such as the **Instamart Mango Press Ad**, **Rakhi with Rakhi Sawant**, and **the return of the iconic Gulab Jamun Uncle for the T20 Cricket World Cup**, among many others, contributing to wide-scale brand engagement and cultural relevance.

Produced some award-winning pieces of work for both Swiggy and Instamart across multiple categories.

Digital Creative Lead | Tilt Brand Solutions

Sept 2021 - Dec 2023, Mumbai

- Set up and led a team of creatives (designers, copywriters and animators) to create digital solutions for various brands as a part of the **digital creative unit called "Vector Brand Solutions"**.
- Worked across both traditional and digital campaigns for consumer brands like **FITPASS, Duroflex, Licious, Livspace, 24 Mantra Organic, A23 and more.**
- Created the digital brand guidelines along with the **Amazon A+ content pages for their products for The Pink Foundry**, an upcoming skincare brand.
- Conceptualized and executed films and static visuals for **Duroflex Waveplus**
- Released 3 end to end brand campaigns for **Flipkart Seller Hub, FITPASS and Qubo - A Hero Group venture.**

Associate Creative Director - Integrated | MullenLowe Lintas Group

Apr 2020 - Aug 2021, Mumbai

- Set up a small team of creative designers and copywriters to provide digital solutions for big brands at **both Lowe Lintas and Mullen Lintas.**
- Successfully executed multiple digital campaigns for industry leaders like **Tata Motors, Tata CliQ, L&T Realty and more.**
- Worked in collaboration with multiple teams on pitches for **Royal Stag, UltraTech, Popeyes**

Louisiana Kitchen.

Senior Art Director | FCB Interface

Oct 2018 - Apr 2020, Mumbai

- Worked on multiple great brands like **Mahindra Rise, Godrej Properties, Reliance Petroleum** and executed digital campaigns for them.
- Conceptualized and executed social media strategy and creatives for **Saregama Carvaan**.

Art Director | Law & Kenneth Saatchi & Saatchi

Nov 2017 - Oct 2018, Mumbai

- Worked on the entire digital mandate for the telecom giant **Idea Cellular** along with a team of designers and copywriters with social media strategists.
- Also worked on brands like **Cipla, Birla Liva, Big Bazaar** on their digital campaigns/projects.

Senior Visualizer | Gozoop Online Pvt. Ltd

Nov 2013 - Oct 2017, Mumbai

- Started my career as a digital graphic designer with some fun young brands like **Mad Over Donuts, Mumbai Indians, Raw Pressery** along with giants like **Dell, Taj Hospitality, Shapoorji Pallonji**.

Freelancer | Vogue & Conde Nast Traveller

Oct 2012 - Mar 2013, Mumbai

- Worked as a freelancer with **Conde Nast Traveller** for 2 of their winter issues.
- Worked as a freelancer with **Vogue** and contributed in their photography section for their annual Vogue Wedding Book.

Brands worked on

Swiggy | Swiggy Instamart | Licious | Livspace | The Pink Foundry | Tata Motors | L&T Realty | Tata CliQ | Godrej Properties | Mahindra Rise | Dell | Idea Cellular | Taj Hospitality | Kamasutra Condoms | Raw Pressery | Shapoorji Pallonji