

Mithun Mukherjee.

EXECUTIVE CREATIVE DIRECTOR /
BRAND STRATEGIST / CREATIVE LEADER

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26+

YEARS IN
PRACTICE

7

LEADERSHIP
ROLES

6

AWARDS &
RECOGNITIONS

100+

BRANDS
PARTNERED



Award-winning creative leader with 26+ years of experience translating business objectives into purposeful brand experiences across media, technology, government, education, real estate, and consumer sectors. Brings 15+ years in creative leadership, combining brand strategy, integrated marketing, corporate communication, visual storytelling, and team development. Shapes brand identity and campaign strategy across print and digital, managing delivery end-to-end from ideation to execution, equally effective across B2B and B2C mandates, and internal and external communication.

Expertise

DIRECTION

- Creative & art direction
- Brand identity systems
- Integrated campaigns
- Creative strategy

CRAFT

- Publication & magazine
- Storyboarding & decks
- Event & experiential
- Packaging

LEADERSHIP

- Team building & mentoring
- Pitch & new business
- Client management
- Insight & production

Experience

2024

— PRESENT

CREATIVE DIRECTOR

ABCPL (TV9 Network) NCR, India

- Lead the creative department across TV9's flagship brand initiatives, directing strategy, ideation and delivery for high-visibility summits and multimedia properties.
- Head a multi-disciplinary creative team — recruiting talent and mentoring Art Directors to raise creative standards across verticals.
- Own project management and campaign planning end to end for pan-India and international properties.

KEY PROJECTS WITT, the flagship thought-leadership summit; News9 Global Summit, Germany; News9 Tiger and Tigress, a nationwide football talent hunt endorsed by the Hon'ble Prime Minister; My Name Is Jaan, a Stu9 musical opera; A Duologue with Barun Das, a podcast series with TV9 Network's MD & CEO.

2018

— 2024

AGENCY HEAD & EXECUTIVE CREATIVE DIRECTOR

Acira Studio NCR, India

- Led the agency as branch head, owning client relationships, campaign planning and creative output across all accounts.
- Directed strategy, R&D and brainstorming sessions to shape pitch concepts and client presentations.
- Built and scaled the creative team, raising standards across clients and verticals; oversaw shoots and production.

CLIENTS L&T, Gulshan Group, Purvanchal Group, Aditya Group.

2017

– 2018

SENIOR ART DIRECTOR

Curious Minds Communications *New Delhi, India*

- Directed creative output across a diverse client portfolio, leading strategy, ideation and final layout approval.
- Served as pitch specialist, representing the agency in client presentations and new-business wins.
- Managed photo and video shoots; mentored junior Art Directors.

CLIENTS *HP, Al Hashar Group (Oman), Rinnai Japan, MediaTek, Ricoh, Barco, Blackberrys, Cremica, Patel Hospital, Mayor Group & Mayor World School, Soccer International (Vector X & VIVA Bikes), Carpet Crafts.*

2013

– 2017

CREATIVE MANAGER

HCL Technologies — Plus One Degree *Noida, India*

- Managed creative output and standards for Plus One Degree, HCL's internal global marketing agency, across the Retail, Telecom, Healthcare and EAS verticals.
- Delivered opportunity collateral supporting global sales, delivery and marketing teams; managed creative support for 35+ national client visits across 7 cities.
- Led creative for CIO Straight Talk Magazine, winner of multiple industry awards.
- Launched the global HCL 40 campaign across 178 centres worldwide.
- Produced MAD JAM's Book of Ideas — a first-of-its-kind, AR-enabled publication showcasing 12 award-winning ideas.

2008

– 2013

ART DIRECTOR — HEAD OF DESIGN

IANS *New Delhi, India*

- Headed design quality and brand consistency across teams and business verticals.
- Led brainstorming and ideation for creative campaigns across government and institutional clients.
- Delivered IGNOU's new brand identity and 25th-anniversary campaign, launched by the then President of India, Smt. Pratibha Patil; launched IGNOU's first in-house magazine and first consolidated web portal.
- Launched Jamia Millia Islamia's first newsletter (Jauhar) and Buddha International Circuit's first web presence; led RIICO's new brand identity.
- Published a commemorative coffee-table book for the India–Africa Summit, launched by the then Prime Minister, Dr. Manmohan Singh; led design for the Ministry of External Affairs' flagship publication.

CLIENTS *IGNOU, Jamia Millia Islamia University, Buddha International F1 Circuit, Ministry of External Affairs (GoI), Ministry of Overseas Indian Affairs, ATDC, RIICO.*

2007

– 2008

DESIGN CONSULTANT

University of Sussex India *Kolkata, India*

- Core member of the creative team driving promotion and brand building for the University of Sussex in India.
- Launched the Sussex brand in Delhi and Kolkata through a series of events.

2003

– 2007

CHIEF DESIGNER

ILS *Kolkata, India*

- Directed design, development and production of marketing collateral and creative materials across the client portfolio.
- Launched La Opala's first web presence and led NSHM University's Kolkata relaunch, including an admissions-focused web portal.
- Launched India's first digital magazine, delivered as an interactive CD-ROM presentation for Indian Airlines; supported deal closures with several UK universities.

CLIENTS *La Opala, NSHM Kolkata, Hotel Hindustan International, Indian Airlines.*

Selected Flagship Work

WITT - What India Thinks Today Creative leadership for TV9 Network's thought-leadership summit, from communication system to event experience.	News9 Global Summit - Germany International summit branding and communication for a flagship India-Europe dialogue.
News9 Tiger & Tigress Creative direction for a nationwide football talent initiative and its campaign communication.	HCL 40 Global Campaign Global anniversary campaign launched across 178 worldwide locations.
CIO Straight Talk and MAD JAM Award-winning publication and AR-enabled idea platform for HCL's global marketing environment.	India-Africa Summit and IGNOU Institutional identity, publication, portal, and government communication work of national relevance.

Recognition

CEF GOLD	Best Publication Capability — CIO Straight Talk Magazine, HCL Technologies.
CEF GOLD	Best Innovation Publication Capability — MAD JAM 6 "Book of Ideas", HCL Technologies.
CEF GOLD	Excellence in Customer Experience — Customer Experience Centre, HCL Technologies.
HCL POD	Gold & Silver — Best Creative Art (CIO Straight Talk Magazine); Best Integrated Marketing Campaign, FY 2016-17; Best Creative Art (Book of Ideas).

Background

EDUCATION

Bachelor of Arts *Calcutta University*
Dual Diploma in Multimedia *Arena Multimedia, Kolkata*

SKILLS

Photography
Animation *working knowledge*
Video editing & direction

LANGUAGES & INTERESTS

English · Hindi · Bengali
Candid photography, reading, gardening, folk & classical music

SCAN AND VISIT A PORTFOLIO

