

Anushree Roy

CREATIVE DIRECTOR

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Profile

Creative Director with 10 years of experience delivering high-impact creative solutions that align brand storytelling with business goals. Leveraging an MBA background and expertise across top agencies, I architect 360 degree brand identities for giants like Tata Tea, NEXA, and Unilever. Proven track record of delivering Effie winning campaign and leading multi-disciplinary teams through AI-integrated creative workflows to drive measurable commercial growth.

Education

SAINT EDMUND'S SCHOOL, JAIPUR
Passed out-2011

BIRLA INSTITUTE OF TECHNOLOGY, MESRA (BRANCH-JAIPUR)
2011-2016
Integrated MBA in Marketing and Finance

TGC ANIMATION AND MULTIMEDIA, JAIPUR
2015-2016
Diploma in Graphic Designing

Awards effie AWARDS

EFFIE INDIA 2024 2 silver

Also was kyoorous shortlisted in Experience & Engagement Experience & Activation Large Public Spaces

EXPERIENCE

MONKS, BENGALURU

AS CREATIVE DIRECTOR
YEAR-2025- PRESENT

Led the creative vision and visual strategy for the Tata Tea portfolio, driving brand resonance across diverse regional demographics through localized, insight-driven digital storytelling.

OGILVY, MUMBAI

AS ASSOCIATE CREATIVE DIRECTOR

YEAR- 2023-2025

Brands- Vaseline, Clinic Plus, Bingo, Tata Salt, Tata sampann.

HAKUHODO, DELHI

AS CREATIVE SUPERVISOR
YEAR- 2019-2023

Worked on leading automobile brands NEXA's Baleno and brezza, Maruti Suzuki and MINI.

ISOBAR, GURGAON

AS GRAPHIC DESIGNER
YEAR- 2017-2018

Brands- Adidas, Hacheete, Foxlife and Marks and Spencers for providing creative innovative solutions for digital campaigns.

FCB ULKA, GURGAON

AS ART TRAINEE
YEAR- 2016-2017

Brands- Whirlpool, Merino Laminates, Hero and contributed in new business pitched and awards mandates.

LANGUAGES

● ENGLISH ● HINDI ● BANGLA