

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

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.

Awards effie AWARDS

EFFIE INDIA 2024 2 silver

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

LANGUAGES

- ENGLISH
- HINDI
- BANGLA