

Anushree Roy

CREATIVE DIRECTOR

🌐 <https://www.madebyanushreeroy.com/>

✉ anushree.roy15@gmail.com

📞 8290044312, 9205074506

🏠 002, F Block, 3rd Cross road, Bellandur, Bengaluru, 560103

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 **effieAWARDS**

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