

ANAS UDDIN

DESIGN & ART DIRECTION



INTRO

I am a lively, multifaceted and creative person, equipped with background in brand strategy, marketing, and project management. I have more than 10 years of experience & knowledge in delivering media campaigns with an astute market understanding.

PERSONAL DETAILS

DOB : 13-09-1986

Languages : English, Hindi, Urdu & Arabic (beginner)

Hobbies : Exploring nature & playing outdoor games

A. UDDIN

iamanasuddin.com

EDUCATION

► Master's Degree (2007-2009)

Master of Business Administration in
International Marketing from



University of Wales Institute, Cardiff (U.K.)

► Bachelor's Degree (2004-2007)

Bachelor of Commerce from



Bhopal School of Social Sciences, India.

► IT Certification (2006-2007)

Certificate in Information Technology from



National Institute of Information Technology, India.

SOFTWARE

MS Word/PP/Excel

Adobe PS, AI, AE

CorelDraw

Sony VEGAS Pro

Online Tools

Wordpress



SKILLS

VIDEO EDITING

Video/Photography

Copywriting

Concept Generation

Graphic Designing



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EXPERIENCE

► Branding Specialist (2021–Present)

Prince Mohammad Bin Fahd University,
Al-Khobar (Saudi Arabia)

Roles & Responsibilities:

Developing brand elements & criteria for the university | Building brand awareness & increasing brand value | Managing a team including designer, photo/videographer, web developer & video editor | Collaborating with different teams such as marketing, creative, legal, etc. | Creating & implementing Brand process & policies for global media department | Create, execute, and manage marketing programs & campaigns | Analyzing the brand message Maintaining international memberships | Identify media visibility opportunities & develop media relations on a global scale | Coordinating with press agencies for the press release & printing | Act as a single point of contact for the journalist/vendors | Maintaining media & journalist database | Planning social media strategies & curating content for the social media post | Directing photo/videoshoots & delivering relevant collaterals for the university.

Achievements:

- Listed in the Excellent category (staff review 2022 & 2023) for two years in a row.
- Efforts of Global Media department helped university to achieve all time record admissions for the academic year 2022–23.
- Important role in development of the Media Department, updated the previous setup and trained department members.
- Asked to lead the Global media team after the first staff review.

Brand Head (2018–2020)

Eastern Public School (international baccalaureate),
Bhopal (India)

Roles & Responsibilities:

Producing high quality promotional content focusing all school activities | Coordinate with various departments & leadership team to develop concepts | Conceptualisation and development of the school website | Directing photo/videoshoots | Social Media Management | Management of School events & conferences | Script writing, direction and post production of weekly students youtube talk show.

Achievements:

- School Achieved all time record admissions, one of the major reasons being proper branding.
- Successful management of the biggest inter school MUN (Model United Nations) of the city.
- 200% increase in social media followers/subscribers.

Creative Head (2011–2018)

Northern Lights Creative Services,
Bhopal (India)

Roles & Responsibilities:

Coordinate with sales, execution and creative teams to develop concepts for the client | Develop quality communications for print, outdoor, radio and digital/web platforms | Conceptualise, visualise and design website for clients | Visualising & directing video/photoshoots | Sourcing vendors for events, campaigns and other activities | Ensure proper and timely execution within the brand guidelines of the client.

Achievements:

- Holographic Projection at an international team event for Pepsi co.
- Conceptualization & fabrication of a (30x10x20 feet) drinkable Sprite billboard for Coca-Cola India.
- Management of the biggest property show of Bhopal, CREDAI property show (2013, 2015 & 2016)
- Fabrication of the biggest live entrance facade of India for CREDAI property show.
- Awarded with the Best Creative Team award for CREDAI property show management.

Bē Portfolio : behance.net/iamanasuddin

 Profile : linkedin.com/in/iamanasuddin