

# Ninan P Joseph

Account Director



## Personal Info

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## Skills

Ideation  
Brand Promotion  
Project Management - CRM  
Website Management & Audits  
Vendor Management  
Commercial Art  
Business Development  
SEO & Google Analytics

## Certification



Google Certified  
Digital Marketing

RV6 F8M B54

To exploit my potential to the hilt, all the while learning and growing with the company.

## Experience

2016-04-  
present

### Account Director

*Astra Technologies - Qatar*

- Leading client accounts within the agency, with overall responsibility for the client agency relationship.
- Working with planners to interrogate client briefs, by challenging and asking questions, to develop communications briefs that meet business needs in an effective and accountable way. This is done in collaboration with Media Planners and Strategists from roster agencies to ensure integrated work is delivered for the client.
- Consult with clients to ideate and develop integrated marketing campaigns based on their specific needs and objectives for their brand.
- Understanding the commercial landscape surrounding the client's business including a sound understanding of all operational aspects of their business.
- Negotiating contracts and fees with marketing directors and client procurement personnel.
- Project & campaign management.
- Brainstorming new and innovative growth strategies.
- I have exceptional knowledge on digital advertising and media landscape.
- Leading and coaching a creative development team to get the best out of everyone.
- Collecting sales statistics from the sales department and maintaining a record of the same for presentation to company stakeholders.
- Scanning for potential consumers in the markets and planning strategies with attractive plans to increase sales as well as achieve targets.

2011-09-  
2016-03

### Managing Director

*Bigtree Designs W.L.L - Qatar*

- Founded & grew the company from scratch.
- Promoted the company brand through various media being the ultimate point of contact for all products and services offered by the company.
- Planning and strategy
- Sourcing business from new and existing clients through direct, personal and indirect contacts as well as through competitive tenders.
- Helping clients ideate their branding needs.
- Preparing quotes and delivering presentations on the design, print or web development proposal.
- Leading a team of professionals in design, development and execution, to deliver each project on time.
- Checking and finalizing the quality of designs before delivery and ensuring client acceptance.
- Liaising with intermediaries such as printers and service providers.
- Follow-up of payments and receivables.
- Operating finance and managing human resources.

2009-06-  
2011-07

### Webmaster & Photographer

*Kynkyny Art Gallery - Bangalore, India*

- Taking care of all technical / business related issues in the company.
- Managing web support, monitoring online sales & administrating the website.
- Uploading and updating web pages.

## Softwares

### MS Office Package

Expert

### Keynote

Expert

### Adobe Photoshop

Expert

### Adobe Illustrator

Intermediate

### Search Engine Optimization (SEO)

Expert

### Building Wordpress Site

Intermediate

### Website Audits

Expert

2005-07-  
2006-09

### Guest Experience Manager

*Barista Coffee Company Ltd. - Bangalore, India*

- Worked as outlet in charge, maintaining sales.
- Heading a team of 6 to 9 people per coffee outlets.

2003-09-  
2004-10

### Claim Insurance Agent

*MediAssit India Pvt Ltd. - Bangalore, India*

- Administering on how to process their medical claims.
- Responsible for coordinating with customers.
- Manage customer issues and internal tasks within the project components.

## Education

2008-06-  
2011-05

### University of Mysore (KSOU) Mysore, India.

*Bachelors in fine arts (BFA)*

*Major in Commercial Art (Advertising).*

2004-03-  
2007-05

### Maya Academy Of Advanced Cinematics. Bangalore

*Professional Diploma In 3D Animation*

2000-05-  
2003-06

### Pursued Diploma in computer application. Bangalore

*Computer application.*

## Achievements

Over the years I have worked and led many projects to success. Here in brief, are some of the major projects that I handled:

### Govt Sector:

**Qatar Steel** - Vehicle Branding - Fleet of 54 Vehicles

**Qatari Society Of Algannas - Katara** - Yearly contract on design & Printing

**Private Engineering Office (PEO)**

**Souq Waqif** - Brand Identity Development

**Falcon Hospital** - Yearly contract on design.

**Qatar Basket Ball Association** - Graphic design Assistance.

**MOTC** - Brand Identity Development.

**Aimiri Flight** - Creative Design.

### Corporate Sector:

**Ghanim Al-Thani Group - Almaha Dairy & Fruit Juices -**

Brand development & Brand Launch.

**Mersk Oil** - Conference Identity Development.

**Almana & Partners** - Website Development for all the 4 divisions of their company

**Sedeer Medical** - Brand Identity Development

**HassanESCO - HCC** - Created company profile for each of their 7 divisions.