



ASHISH PRASAD

New Delhi | ashprasad_003@yahoo.com | +919891051430

A creative professional in the field of advertising with over 20 years of work experience.

On brands such as Microsoft, Kellogg's, Pringles, Bose, Sensodyne, Crocin, Ostocalcium, Eno, Nestle, HSBC, Kent, DelMonte, Adidas Originals, Levis, Nokia, Ford, HP, ESPNStarSports, Samsung, ITC, Airtel and Maruti Suzuki. Prior to digital advertising, an experienced designer in the field of e-learning.

PROFESSIONAL EXPERIENCE

Jul 2009 - Present

Wunderman Thompson
{ Creative Director }

Clients :

Microsoft, Sensodyne,
Nestle, TOI, Panasonic,
Nokia, Bose, Ford, Adidas
Originals, Crocin, Eno,
Ostocalcium, Otrivin,
DelMonte, Kellogg's,
Pringles, Kent, ITC, Airtel,
Shopmatic, HSBC & more

Currently handling creative responsibilities for key accounts which include Sensodyne, Microsoft, Nestle (KitKat, Polo, Munch, Milkybar), TOI, Panasonic and others.

Sensodyne : More than 7 years of experience on the brand, building entire digital campaigns. Assisting client in framing key communication. Building and presenting key campaign ideas and concepts (Digital paid media, owned, Social, digital films etc). Helping client do a strategic shift from a complete expert-led communication to creative communication by slowly building in emotional cues. Charting out a brand journey over the years, successfully creating and deploying creative assets to help brand connect more with its audience and start a conversation on digital platforms.

Microsoft : More than 12 years of experience on the brand, building key B2B and B2C campaigns. From helping brand create campaigns for the launch of Office 365, Windows phone, Microsoft Azure, Surface devices, Microsoft AI and others to building communication for interacting with microsoft developer communities. Also did a complete overhaul of Microsoft Office social pages by building a series "Office Tales" for the brand, which helped the page get new audience, engaged with them and soon became a part of everyday actual office conversations.

Nestle : Handling the social media and digital mandate for (KitKat, Polo, Munch & Milkybar). Building campaigns like Kitkat Celebreak, Kitkat valentines, Polo contextual campaigns on digital. Also helping brand do digital launches for certain variants of confectionaries.

Mar 2000 - Sept 2008

NIIT Limited
{ Media Analyst }

Clients:

Sun Microsystems, Nokia
Proctor & Gamble, Ministry of
Defence (UK & Singapore),
Amway, McGrawHill, Coca-Cola
Microsoft, Philips, Cisco,
Allstate, EDMC

Sept 2008 - July 2009

Webchutney Studios Pvt. Ltd
{ Associate Creative Director }

Clients:

Microsoft, HP, ESPN, Samsung,
Maruti Suzuki

EDUCATION

1997 | S.S.C
CBSE

Commerce with Mathematics

2000 | Graduation
Delhi University

Bachelor in Commerce

2000 | Diploma
Arena Institute of Multimedia

Advance Diploma in
Multimedia

AWARDS

Lighthouse Insights 2017
Dragons of Asia 2016
ABBYs Silver 2015, 2018
ABBYs Bronze 2015, 2018
PMAA Order of Excellence - Dragons of Asia Awards 2014
NIIT Award for Excellence 2001, 2002, 2006

HOBBIES

Action Figure Collector
Cooking
Reading
Sketching
Sports

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