



CANNES LIONS & SPIKES ASIA GRAND PRIX WINNER

INTEGRATED CAMPAIGNS & BRAND CREATIVE LEADERSHIP

Creative leader with over a decade of experience developing Pan-India and global integrated campaigns across digital, film, print, and social platforms. Cannes Lions, Spikes Asia Grand Prix, Effie and One Show award recipient with strong expertise in visual storytelling and brand leadership. Proven track record of translating strategic insights into impactful creative campaigns for leading consumer and financial brands.

CORE COMPETENCIES

- ◆ Integrated 360° Campaign Leadership
- ◆ Art Direction & Visual Strategy
- ◆ Pan-India & Global Campaign Development
- ◆ Brand Storytelling
- ◆ Creative Team Leadership
- ◆ Stakeholder & Client Management
- ◆ Cross-Channel Campaign Execution
- ◆ Brand Identity & Visual Consistency
- ◆ Collaboration with Strategy Teams

PROFESSIONAL EXPERIENCE

◆ Creative Production Specialist (Creative Director - Global Brand Marketing)

Accenture - Mumbai | 2026 - Present

Supporting global brand marketing campaigns across digital and multi-channel platforms.
Contributing to creative development and visual adaptation for global brand initiatives.
Collaborating with cross-regional teams to ensure brand consistency and campaign alignment.
Managing coordination of integrated campaign assets across international teams.

◆ Associate Creative Director - Art

Dentsu Creative - Mumbai | 2025 - 2026

Led Pan-India integrated campaigns across digital, film and social platforms.
Directed creative teams and presented campaign concepts to senior stakeholders.
Winner: GAM Award - Madhur Sugar Campaign.
Ensured cohesive visual storytelling across all brand touchpoints.

◆ Associate Creative Director - Art

Asymmetrique - Mumbai | 2023 - 2024

Led creative development and art direction for integrated digital campaigns across consumer and financial brands.
Key contributor to the award-winning Tata Mutual Funds - Desh Kare Nivesh campaign.
Awards:
ACEF Awards - Gold for Best Use of Long Form Video 2024
Afaqs Awards - Gold for Media Brand Awards 2024
ACEF Awards - Silver for Best Cause Related Communication Campaign 2024

◆ Group Head - Art

Teen Bandar - Mumbai | 2021 - 2023

Led art direction for Pan-India brand campaigns across digital and traditional media.
Managed and mentored creative teams across campaign execution.

PROFESSIONAL EXPERIENCE

♦ Art Director

Leo Burnett - Mumbai | 2017 - 2021

Led art direction and visual storytelling for integrated campaigns across digital, film, print and social platforms.

Key Campaign: HDFC Bank - #StopMithani

Integrated CSR awareness campaign encouraging blood donation across India and addressing myths around blood donation.

Awards:

Spikes Asia 2019 - Grand Prix (Healthcare)

Cannes Lions 2019 - Silver Lion

APAC Effie 2019 - Gold

One Show 2019 - Gold Pencil

Spikes Asia 2019 - Bronze (Digital)

Spikes Asia 2019 - Bronze (Direct)

Adfest 2020 - 2 Gold Lotus and 2 Silver Lotus Awards

Campaign: Ola Restrooms

Awards:

GPC Leo Burnett 2019 - 7 Balls

Leo Burnett Fight Club 2019 - 7 Balls

♦ Art Director

Mullen Lowe Lintas - Mumbai | 2013 – 2017

Developed creative concepts and visual storytelling for integrated Pan-India campaigns.

Contributed to campaigns recognized at the Effie Awards India for marketing effectiveness.

SELECTED CAMPAIGN IMPACT

♦ HDFC Bank - #StopMithani

CSR awareness campaign encouraging blood donation across India and addressing myths around blood donation. The campaign drove nationwide awareness and increased blood donation participation. Recognised globally with **Spikes Asia Grand Prix, Cannes Lions Silver, One Show Gold Pencil, and APAC Effie Gold.**

♦ Madhur Sugar - Good Cut Innovation

CSR-driven packaging innovation designed to reduce microplastic waste by introducing a packaging cut that remains attached to the main pack. The initiative addressed sustainability concerns while improving consumer experience. Recognised with the **GAM Award.**

♦ Tata Mutual Funds - Desh Kare Nivesh

Integrated digital campaign promoting financial literacy and investment awareness among Indian consumers. Recognised with **ACEF Gold, Afaqs Gold, and ACEF Silver awards.**

AWARDS & RECOGNITION

♦ Spikes Asia - Grand Prix

♦ Cannes Lions - Silver Lion

♦ One Show - Gold Pencil

♦ APAC Effie - Gold

♦ Effie Awards India - Multiple Wins ♦ Adfest - Multiple Lotus Awards ♦ ACEF Awards - Gold & Silver ♦ Afaqs Awards - Gold

♦ GAM Award - Bronze

EDUCATION

♦ Bachelor of Mass Media

♦ Kirti M Doongursee College of Arts, Science and Commerce

♦ University of Mumbai

INFO

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