

RADHI DE

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CityScape at Farrer Park, 101 Mergui Road, Singapore 219067



VISA STATUS

PLOC (Pre-approved letter of consent issued by the MOM)

SKILLS

Communications, Brand Development, Design Softwares, Online Media & Content Management

EDUCATION

- 2008** MASTER OF ARTS IN ADVERTISING DESIGN
Savannah College of Art & Design – Atlanta, GA
- 2006** BACHELOR OF ARTS IN ADVERTISING DESIGN
The Art Institute of Atlanta – Atlanta, GA
- 2003** DIPLOMA IN COMMERCIAL ART, WITH A MINOR IN PHOTOGRAPHY
Rachana Sansad School of Applied Art – Mumbai, India
- 2003** BACHELOR OF COMMERCE WITH A MINOR IN ADVERTISING
H.R. College of Commerce & Economics – Mumbai, India

WORK EXPERIENCE

2019 – Present

ACCOUNT MANAGER AT CPR VISION – SINGAPORE

Assisting the Marketing and CRM Director managing their hospitality client – Soneva Group in launching various initiatives such as the Guest Recognition Program, conducting trainings on the various online portals custom built for the operations team, communications and sales departments.

Other responsibilities include project management, providing support for maintaining client expectations, quarterly data and monthly campaign reports.

2015 – 2019

CREATIVE & BUSINESS LEAD AT ONEUPWORKS – INDIA & SINGAPORE

Consultations and team collaborations on projects involving Branding, Conceptual Design, Social Media Management & Digital Marketing, Content Creation & Client Servicing.

Clients included: Posterama, McDonalds India, Gouri's Goodies, Velvett Homestays, JIO, Lodha Ventures, DASRA, Under The Mango Tree, KNS Capital, Bombayography

JUNE – AUGUST 2018

ASSOCIATE LECTURER AT M.A.D. SCHOOL BY CHATSWORTH MEDI@RT ACADEMY – SINGAPORE
Online Media Design

DECEMBER 2017 – AUGUST 2018

DIGITAL CONTRIBUTOR AT EITAN PTE LTD – SINGAPORE

Worked closely with the Editorial Team to run and maintain the CSR initiative of the agency - a digital publication which shared inspirational stories of people in Asia. Responsibilities included: Copy editing the articles, overlooking website maintenance & updates, along with writing digital content for their social media accounts.

DECEMBER 2017 – FEBRUARY 2018

TRAINING INSTRUCTOR AT MAKE THE CHANGE – SINGAPORE

Taught patients at the Muscular Dystrophy Association of Singapore to build a website using platforms such as Wordpress and Shopify.

2014 – 2015

SENIOR ASSOCIATE AT TREKURIOUS.COM – MUMBAI, INDIA

Part of a unique online start-up's Indian launch team. Played an integral role in the following aspects of the business:

- Product Development • Relationship Management • Digital Campaigns
- Streamlining Branding Initiatives • Lead Generation Activities

Our launch event – a pop-up dinner with an ex-MasterChef Australia contestant, Rishi Desai, became quite a talking point in the city of Mumbai, India (http://bit.ly/RD_Trek)

2013 – 2014

ART ADVISORY MANAGER AT THE DELHI ART GALLERY

Played a key role in the launch and opening of the Mumbai gallery.

- Worked closely with the gallery manager to kick-start their marketing activities and PR tie-ups
- Part of the core sales team at the India Art Fair 2014, Dhaka Art Summit 2014 & Art Basel 2014 in Hong Kong
- Client Servicing & Relationship Management
- Facilitated & transacted art sales totaling 3 Crores / SGD 200,000
- Acquired a strong understanding of 32,000 gallery artworks

2013

CREATIVE CONSULTANT AT CONCERN INDIA FOUNDATION

Introduced a new identity for the organization using colour theory and typography, which was carried forward online via their website, micro-sites, and social media channels.

2010 – 2012

CREATIVE DEVELOPMENT AT VSSU GRAPHICS

Helped expand the family run print house into an established design cell.

- Created the identity for the new design unit
- Worked closely with JSM Corporation's marketing team to streamline branding activities for establishments such as Hard Rock Café and California Pizza Kitchen
- Designed and developed projects involving various print processes i.e. screen printing offset/digital printing, lazer cut, UV lamination, matte finishes etc. including paper selection and prepping files for print

2010 – 2011

DIGITAL DESIGNER AT CONDÉ NAST INDIA

- Provided creative online / digital content for the editorial sections of Vogue.in, GQindia.com and CNTraveller.in
- Worked closely with the sales team to design advertising campaigns for luxury brands for their digital publications

2009

JUNIOR CREATIVE AT IMAGES USA

Targeted campaign ideating for the African American & Hispanic market for clients such as AMTRAK, JACK DANIEL'S, JIMMY DEAN and AARP.

Integral part of the production crew and creative team that was responsible for the award winning campaign for AMTRAK – Transportation.

2006 – 2008

MARKETING COORDINATOR AT HANSGORHE USA

Coordinated and implemented marketing communication projects such as corporate and co-op advertising for showrooms, trade shows and events across North America. Received formal training at the headquarters in Schiltach, Germany on branding and website content management.