

# NIDHI GUPTA

Brand & Creative Lead / Design Strategist / Brand Experience

## CONTACT


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## PROFILE

Brand and creative leader with 10+ years of experience shaping brand experiences and leading multichannel creative initiatives for global organizations. Translate business objectives into compelling visual storytelling, integrated campaign concepts, and scalable creative solutions across B2B and B2C environments.

Lead creative from strategic briefing and concept development through execution and optimization, with strengths in brand governance, creative operations, team and agency leadership, stakeholder alignment, and data-informed experimentation.

## PROFESSIONAL EXPERIENCE

### SKILLSOFT | CODECADEMY

Brand & Creative Lead / Creative Lead – Codecademy

**Brand & Creative Lead**
*Aug 2023 – Present*

**Marketing & Design Specialist**
*Aug 2022 – Aug 2023*

- **Lead end-to-end creative direction** for integrated campaigns, translating business objectives, audience needs, and campaign briefs into learner-centric concepts and multichannel experiences.
- **Developed a structured campaign brief playbook** consolidating audience personas, campaign goals, messaging, positioning, launch dates, recommended channels, and review requirements to improve briefing clarity and creative readiness.
- **Established an early-stage campaign planning process**, bringing stakeholders and cross-functional partners together to clarify requirements, shape creative direction, and identify opportunities before production.
- **Streamlined creative operations through Asana** by structuring campaign tasks, subtasks, owners, timelines, and dependencies to improve visibility, accountability, and delivery coordination.
- **Lead and mentor a distributed team of +5 in-house and contract designers**, coordinating agency partners and cross-functional stakeholders to scale production while maintaining creative quality and brand integrity.
- **Drive creative experimentation and optimizatio**n by developing and testing distinct creative approaches across imagery, illustration, product-led concepts, static, carousel, and animated formats to identify effective approaches for different audiences.
- **Review paid creative performance**, including click-through rates and conversions, and apply available insights to inform creative iterations and optimization.
- **Explore AI-enabled workflows**, supporting briefing and ideation, to streamline creative planning and production while preserving strategic intent and brand quality.

### LEADERSHIP & BRAND IMPACT

- Developed and implemented a corporate Go-To-Market approval process and visual communication standards to strengthen brand governance and consistency across global initiatives.
- Led end-to-end creative development for annual reports and corporate publications including ITSSR, WIT, LIL, and CSR reports, supporting brand initiatives associated with a **12% increase in brand awareness**.

## EDUCATION & PROFESSIONAL DEVELOPMENT

**Advanced Certificate in Managing Brands & Marketing Communication**
**2022**
**MICA** | The School of Ideas

**Graphic & Web Design**
**2014**
Maya Academy of Advanced Cinematics **(MAAC)**, Hyderabad

**B.Tech — Computer Science**
**2007**
Rajasthan University, Jodhpur

## TOOLS & TECHNOLOGY

### DESIGN & CREATIVE

Adobe Creative Cloud | PowerPoint | Figma | Instapage | Ceros | Stensul

### BRAND & CONTENT

Brandfolder | Motion | Asana

### AI & EMERGING TECHNOLOGY

Claude | Generative AI Tools | AI-enabled Creative Workflows



### LEADERSHIP & BRAND IMPACT (CONT.)

- Contributed to digital and social creative initiatives that supported **9% audience growth and a 6% increase in engagement rate**.
- Partnered with marketing, sales, content, channel partners, and external vendors to deliver cohesive creative experiences across regions and align workflows with agile marketing practices.

## SUMTOTAL

**Senior Graphic Designer**
*Jan 2020 – Aug 2022*

**Graphic Designer**
*Feb 2017 – Jan 2020*

- Led end -to-end creative execution of global marketing initiatives across digital, social, web, print, and event collateral, ensuring consistent brand communication across regions.
- Collaborated with marketing, sales, content, channel partners, and external vendors to strengthen partner marketing, streamline collateral creation, and align creative workflows with agile marketing practices.

## CAPGEMINI

**Creative Designer & Visualizer |** *2015 - 2016*

Supported **group-thinking workshops** and strategic ideation through visual storytelling, illustration, and visual communication.

## FREELANCE DESIGN CONSULTING *2016- 2022*

Provided brand identity, graphic design, and visual communication support for start-ups and organizations including **Adani, Photon Instruments, and Akshi Tech**.

## EARLIER EXPERIENCE

Six months as a **lecturer in an engineering college**.