

## Sanjeev Saikia

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### Summary

Creative Director (Copy) and Creative Strategy Consultant with over 25 years in advertising, digital marketing, and communication. An AI enthusiast with experience across Gen AI apps and workflows. I have guided projects for clients such as HCL Technologies, Hewlett-Packard, and Tata Communications. I combine award-winning creative execution with up-to-date expertise in how communication, data, digital platforms, traditional media, and AI are converging to shape modern brand impact.

### Experience

#### Adobe India

Creative Consultancy Project (Content) | 2025 June – 2026 Feb.

- Developed diverse content for Adobe business solutions.
- Wrote scripts for Adobe business solutions and products.
- Conceived creative solutions for key Adobe events and assets.

#### iMagic

Consulting Creative Director | 2011 – 2024

- Led creative strategy and development for Amity University.
- Oversaw creative ideation, marketing strategy, and problem-solving across digital and print media.
- Provided end-to-end campaign solutions from conceptualization to execution, ensuring alignment with client objectives and brand identity.

#### Markivis

Consulting Creative Director | 2017 – Present

- Create video scripts for various clients including HCL, Tata Communications, and advise on creative strategy and communication for diverse marketing campaigns, with a focus on digital marketing trends and social media engagement.
- Collaborate with teams to create compelling narratives and content strategies that elevate brand visibility.

#### HCL Technologies

Creative Mentor (7 years) | Chief Copywriter (previous) | 2010 – 2017

- Mentored creative teams to elevate the creative output across multiple HCL verticals and divisions.

- Conceptualized and executed campaigns in digital, video, and print, contributing to HCL's corporate marketing success.
- Received internal recognition, including the HCL ERS Eagles Appreciation Certificate and Best Integrated Campaign award for the "Mad Jam" initiative.

### **M&C Saatchi**

Creative Director | 4 years

- Directed creative teams and developed campaigns for major clients such as Godfrey Phillips India, Sony, Royal Bank of Scotland, Beitel Mobile Phones, VLCC etc.
- Drove high-impact creative campaigns, fostering innovation across the board.

### **Publicis**

Creative Consultant | 1 year

- Worked on brands like HP, Jim Beam.

### **Mudra Group**

Associate Creative Director | 3 years

### **R K Swamy BBDO**

Creative Consultant | 4 years

### **Additional Roles**

- Leo Burnett – Copywriter | Worked on Thums Up, Coca Cola etc.
- JWT - Copywriter (started as trainee in 1996) | Worked on Pepsi, Maggie etc.

### **Awards & Recognition**

- One Show – Best Unpublished Print Ad
- Concerned Communicator Award (Rajasthan Patrika) – 3rd Position
- IDMA – Best Integrated Media Campaign – Corporate Winner
- Asian Customer Engagement Forum Awards – Marketing Performance (Gold)
- FAB Awards – Finalist, London
- UNFPA Laadli Population First – Creative Excellence Awards Finalist
- Portfolios.com – Bronze and Merit Awards, Toronto
- Mid-Day 'Eager to Innovate' – Winner (2008, 2009, 2010, 2011, 2012)
- World Association of Newspapers – Best Integrated Campaign (France)
- OpenAd, London – Key Creative Designation, Runner-up, Finalist in several campaigns
- Double finalist Concerned Communicator Awards 2008 Rajasthan Patrika.
- Finalist 'Think Negative' Dainik Bhaskar 2008.
- 2012, 2011, 2010, 2009 and 2008 World Association of Newspapers France campaigns ran in several languages across the globe.
- Silver Dove 2002 from AdForum, France.

- Mudra Punch Award - Feb 2006, for creative excellence.
- Merit Award Portfolios.com Awards 2006, Toronto.
- Empanelled in 2007 by World Association of Newspapers for World Press Freedom Day.
- Finalist 2005 Concerned Communicator Awards from Rajasthan Patrika.
- HP Ad Contest 2003 double finalist, Delhi.

## Notable Projects

- Campaigns for HCL Technologies: Created and directed integrated campaigns across digital, video, and print that set a high standard for creative communication within the company.
- World Press Freedom Day Campaigns: Selected by the World Association of Newspapers for multiple global campaigns celebrating press freedom.
- Adobe Experience Maker Awards 2025 (Adobe Summit) theme, branding, and campaign.

## Creative & Emerging Tech Systems

### Creative Systems

Adobe Creative Suite expertise across graphics, visual storytelling, audio, and video editing. Filmora video editor, YouTube ecosystem, and more.

### AI & Emerging Creative Technologies

Applied expertise in generative AI, prompt systems, and AI-augmented creative production workflows - Gemini, ChatGPT, Make.com, Claude, Grok, Dall-E, Nano Banana, Colab for Python, Sora, Eleven Labs, Fal.ai, Kling etc.

### Collaboration & Creative Operations

Tools and systems for remote team alignment, documentation, and scalable creative execution.

## Education

- National Institute of Fashion Technology, New Delhi – Post Graduation in Fashion Production Management, 1993-1995
- Hindu College, DU, Delhi – B.A. (Hons) in Mathematics and Statistics, 1990-1993
- 8-week generative AI launchpad Build Fast with AI, 2025
- ICM, Bangalore – Certificate Course in Advertising, 1998-1999

## Interests & Additional Skills

Interests: AI Prompting, Painting, Video creation, Tech reading, Travel, Meditation, Birding.

Skills: Creative ideation, Gen AI, digital marketing, basic HTML and Python, SEO, blogging, communication strategy, creative mentoring, client engagement.