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KESHAV MENON

BRAND MANAGER/CREATIVE DIRECTOR

As a seasoned video producer and creative director, I excel in translating concepts into tangible results. With a keen eye for quality content, I specialize in crafting compelling narratives across various mediums, including videos, animation, AR/VR experiences, and displays. My passion for arts and music fuels my creativity, driving innovative solutions even under tight deadlines. I have a proven track record in team building and coordination, ensuring seamless project execution. Spearheading branding initiatives and defining brand identities is one of my strengths, showcased by my role in managing internal marketing operations and leading the development of concepts for TV commercials, VR experiences, and immersive content. I foster team creativity and development, and I commit myself to driving creative growth strategies. Eager for new challenges, I thrive on the pursuit of creativity and brand building.

EDUCATION

HINDUSTAN UNIVERSITY

2014-2016 | MBA MEDIA & ENTERTAINMENT

G.R. DAMODARA SCHOOL OF SCIENCE

2011-2013 | B.SC. VISUAL COMMUNICATION

SKILLS



EXPERIENCE

April 2023 - Present **CREATIVE DIRECTOR**

• MEISTERVERSE

Orchestrated branding initiatives across company and business units, defining brand voice and identity.

Manages daily internal marketing operations for Meisterverse, overseeing creative direction and strategy.

Led development of concepts for TV commercials, VR experiences, and Immersive content.

Coordinates video production execution and manages team, implementing custom processes to enhance creativity and organization.

Initiated and organized original program, Idea Trek, to foster team creativity and development.

Contributes to new business development and conducts market research to drive growth strategies.

Worked with Brand such as TCS, Metadom.ai, AVT McCormick, Kosamattam Finance, Automechanika etc.

OTHER SKILLS

- Complete knowledge of Video Production
- Writing
- Experienced with AI tools
- Video editing.
- Client Servicing
- Market Research
- Brand Management
- Project management
- Visualizing, Designing
- Film making
- Concept development
- Pop culture knowledge
- Successful working in a hands-on team environment as well as independently

FREELANCE AND INDEPENDENT WORK

2019 - 2021

- Worked closely with products and other businesses to produce concepts and videos for clients under the name BLURT.
- Created concepts and videos and was part of an Indie Music label called KEKAO.
- Chekhov's Gun (2019) Short film
- Authored a novella 'The Peacock and The Phoenix' (2019)

CREATIVE DIRECTION AND WRITING

- TVC FACTORY (2016 | 6 months)
- DUBAI TAKE 1 - INTERN 2011,2012
- LITTLE FLOWER MOVIES - INTERN 2013

REFERENCES

Ms. Elizabeth Pulimood
Former Associate Vice President at GREY group,
Bangalore
+91 9387375336



Mr. Vijay Shenoy
Chief Business Officer at Meisterverse,
Former Senior Vice-President at Dentsu,
Bangalore
+91 8123900995



EXPERIENCE

2022 - 2023
6 months

ACCOUNT MANAGER

- PLAINSPEAK
Business Development, Client servicing, Market Research for coming up with a Brand Strategy, ATL & BTL, and Content Marketing.

2021 - 2022
1 yr 6 months

BRAND SOLUTIONS EXECUTIVE

- THOUGHT BLURB COMMUNICATIONS
Project management in brand communication, Brand Management, Brand planning for new market expansion, Analyzing Data, New Business development, Product communication, Launch communication, Digital promotion, Production Management, ATL & BTL, Market Research and Content Marketing.

2017 - 2018

ASSOCIATE DIRECTOR FOR MALAYALAM FEATURE FILM

- Was involved from the scripting of the movie till the final post production and marketing.
- Was in charge of coordinating and heading several departments at once.
- Had to take on-set hands on leadership responsibilities

2016 - 2019

LINE PRODUCTION AND WRITING

- COFFEE COFFEE CONCEPT

New Business Development, Brand Management, Production Management, Team Management, Creative Coordination, Creative writing, Budgeting and Planning.

2015 - 2016

LINE PRODUCER

- LV PRASAD FILM AND TELEVISION ACADEMY