

Akash Bhardwaj

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CREATIVE AND BRANDING MANAGER

Hello.

In my current role, I lead a talented team of graphic designers, video producers and social media executives. Together, we collaborate on planning and producing compelling content that engages our clients' audiences. By working closely with our clients, we develop creative briefs that address their specific needs and objectives.

My journey in the creative industry began with video production and graphic design, I now have over six years of experience. However, my passion for learning and growth has encouraged me to develop my skills to adapt to emerging platforms and evolving client needs.

Education.

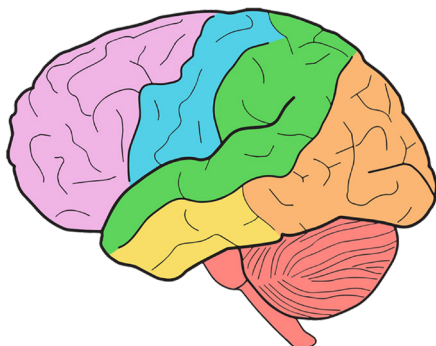
BA (Hons) Visual Communication (2.1)

BCU | Graphic Design | 2012 - 2015

Skills.



Interests.



	Baking
	Gaming
	Listening to podcasts
	Collecting memorabilia
	Low budget holidays
	Football

Experience.

Creative & Branding Manager

Reeves Media | Birmingham | Sep 2021 - Present

- Managing social media campaigns from ideation to completion
- Leading the art direction for graphics, photo and video shoots
- Creation of briefs for projects
- Monitoring and engaging with over 20 social media channels (Facebook, Instagram, LinkedIn, TikTok and Twitter)
- Developing and implementing strategic social media campaigns with ad spend
- Managing a diverse portfolio of clients in industries including hospitality, private sector, retail and automotive
- Reporting on social media analytics to inform future campaigns
- Mentoring a team of graphic designers, video producers and copywriters

Social Media Content Executive

Reeves Media | Birmingham | Jan 2018 - Sep 2021

- Filming and editing content for social media
- Copywriting for social media plans
- Content scheduling using Agora & Falcon
- Photography and distribution for press releases
- Graphic creation

Social Media Intern (British GQ)

Condé Nast | London | May 2017 - Dec 2017

- Overseeing Facebook, Instagram and Twitter
- Development of bespoke Instagram stories
- Video editing and running Facebook Live content
- Working with CMS system to update and build articles
- Conducting interviews with talent such as: Rory McIlroy and Steven Gerrard

Creative Intern (MTV)

Viacom | London | June 2016 - May 2017

- Delivering and reversioning of promos for international video production teams
- Video editing and graphic design for marketing team
- Managing talent (Geordie shore, Ex on the beach...)
- Shoot runner

References available upon request

See my work at www.akashbhardwaj.com