

# KOPAL DHARIWAL

## CREATIVE DIRECTOR

As a creative director with over 5 years of experience, I have a passion for design and innovation. My expertise lies in developing brand strategies and executing successful campaigns across various mediums. From concept to execution, I have a proven track record of creating impactful and visually stunning campaigns that engage audiences and achieve measurable results.

## WORK EXPERIENCE

### BRAND & CREATIVE DIRECTOR

Farmer & Company LLC

Helping clients to develop and implement strategies, understanding target audience, market trends, competitive landscape & develop creative and innovative solutions to business challenges.

### BRAND VISUAL DESIGNER

Trunks Company (Luxury Brand)

Responsibilities include creating market & communication strategies, storytelling & creative conceptualisation.

### BRAND MANAGER (DESIGNER)

SETU (NGO)

Participated in several socio-economic development projects by SETU for the benefit of the artisans. 360 degree brand and design management for the NGO.

### ART & DESIGN INTERN

Scarecrow M&C Saatchi

Responsibilities included branding, advertising, packaging and social media management for numerous brands.

### COMMUNICATION DESIGN INTERN

Mr. P Mediaworks

Handled branding projects & social media for numerous brands.

## EDUCATION

### MSc - Consumer Behavior & Decision Science

Harrisburg University of Science & Technology | Present

### MPS - Branding+Integrated Communications

City College of New York, USA

### B.Des - Communication Design

Symbiosis Institute of Design, India

Step By Step High School, India

## CONTACT

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## PROFESSIONAL SKILLS

Art Direction  
Brand Development  
Creative Strategy  
Multi Channel Advertising  
Branding & Packaging  
Photography  
Creative Writing  
Social media Marketing  
Statistical Analysis  
Consumer Behaviour Analysis

## SOFTWARE SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
R Studio  
Figma  
MS Office  
Macintosh

## SOFT SKILLS

Creative spirit  
Organised  
Empathy  
Adaptability  
Time management  
Leadership  
Work Ethic  
Collaboration

## MORE ABOUT ME



Photographer



Gardenerette



Epicure



Traveller



Social worker



Explorer