

NEEL DHOBI

Creative Director | Brand Designer | Digital Marketing Manager

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PROFESSIONAL SUMMARY

Results-driven Creative Director and Brand Designer with 6+ years of professional experience leading end-to-end creative operations across brand identity, digital marketing, social media, event production, and web development. Proven track record of managing multi-market campaigns across India, USA, Australia, and UAE, with demonstrated impact including 200M+ media visibility and 32M+ audience reach. Experienced in leading cross-functional teams of 3–5, managing monthly campaign budgets of ₹1L–₹5L, and delivering integrated creative solutions from concept to execution. Holds international certification in Graphic Design from California Institute of the Arts (CalArts). Proficient in leveraging AI-powered workflows to accelerate production and maintain creative quality at scale.

CORE COMPETENCIES

Brand Identity & Visual Systems

Creative Direction & Concepting

D2C Product & Packaging Design

Event Visual Direction (LED/Stage)

Web Design & Development

Photography & Video Production

Budget Management (₹1L–₹5L/month)

Social Media Strategy & Management

Campaign Planning & Execution

Digital Marketing (Meta, Google, TikTok)

CRM Setup & Marketing Automation

Team Leadership & Cross-functional Mgmt

AI-Integrated Creative Workflows

Multi-market Campaign Management

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR - Freelance

Feb 2026 - May 2026

ICA – International Creators Awards | India

- Architected and executed complete brand identity system for an international award property spanning the Bollywood and digital creator industry, covering visual language, typography, and design standards.
- Directed full-scale social media operations including content strategy, post production, reels, and community management across platforms.
- Delivered 200M+ total media and PR visibility and 32M+ profile reach within a single campaign cycle, achieving 12.8% average engagement rate.
- Directed live LED visual presentations on-stage at high-profile events, coordinating with celebrity talent, PR teams, and production crews.
- Designed all event collateral including large-format banners, hoardings, entry passes, stage backdrops, and branded standees.
- Managed end-to-end celebrity coordination and on-ground logistics on event days alongside creative responsibilities.

CREATIVE DIRECTOR - Freelance

Dec 2025 - Jan 2026

GGA – Gauravvanta Gujarati Awards | Ahmedabad, Gujarat

- Delivered creative direction for Gujarat's most prestigious regional award show with an 18-year legacy, reaching 1.2M+ accounts.
- Managed complete social media content calendar, reel production, and platform growth strategy across the campaign window.
- Directed live LED stage visuals for the main event, coordinating real-time with production and technical teams.
- Designed full suite of event graphics: banners, hoardings, passes, and multi-format print collaterals for a large-scale live audience.
- Grew account from 11K to 12.9K+ followers with 8.4% engagement rate within the campaign period.

CHIEF CREATIVE OFFICER (CCO)

Aug 2020 – May 2023

Ranki Group | Ahmedabad, Gujarat

- Served as CCO overseeing all creative strategy, brand development, and campaign execution for a portfolio of 1–3 active client brands simultaneously across India, USA, Australia, and UAE markets.
- Led and managed a team of 3–5 creative professionals including designers, content creators, and freelance contributors.
- Managed monthly campaign budgets of ₹1L–₹5L across Meta, Google, Twitter, and TikTok advertising platforms, optimising for ROI and measurable brand performance.
- Directed complete creative development for Jasood Hair a D2C hair oil brand for launch in the United States market, covering brand identity, packaging design, and digital marketing strategy.
- Delivered brand identity, social media creatives, and digital campaigns for clients across multiple international markets.
- Integrated AI tools and automation workflows into the creative process, improving team output efficiency and content turnaround times.
- Built and deployed custom HTML landing pages for gaming industry clients with sub-24-hour delivery from brief to live.

SENIOR GRAPHIC DESIGNER

Aug 2020 – May 2023

Labgene Biotech Pvt. Ltd. | Mehsana, Gujarat

- Built Labgene's complete brand identity system from ground zero as the company's first dedicated creative hire, establishing visual standards across all digital and print touchpoints.
- Designed MAI Pregnancy Rapid Test Kit a D2C consumer product including full packaging architecture, color system, typography hierarchy, and structural layout for retail and clinical markets.
- Produced comprehensive print materials including product brochures, exhibition posters, packaging inserts, and trade show collaterals.

- Planned and executed digital marketing campaigns across email, social media, and paid advertising channels; monitored KPIs and iteratively optimised for measurable performance outcomes.
- Configured and deployed Odoo CRM infrastructure including marketing automation workflows, WhatsApp Business API integration, email campaign management, and sales pipeline setup.
- Set up AWS SES outbound email infrastructure to support bulk email delivery at scale through Odoo.
- Directed all product photography for catalogue, e-commerce, and marketing applications; produced brand video content including product films and introduction reels.

GRAPHIC DESIGNER (Project)

Jul 2020 – Jul 2020

Jeegar Chauhan Production | Gujarat

- Contributed as production designer on the Gujarati feature film "Dhuandhaar" (2021), a theatrical thriller starring Malhar Thakar, Netri Trivedi, and Hiten Kumar, directed by Rehan Chaudhary.

FREELANCE GRAPHIC DESIGNER

Feb 2019 – Aug 2020

Self-Directed | Ahmedabad, Gujarat

- Delivered brand identity, logo design, social media creatives, web design, and print materials for clients across multiple industries.
- Developed and managed full client relationships independently from brief and scoping through to final delivery.

GRAPHIC DESIGNER

Aug 2018 – Feb 2019

Swastik Printing Packs | Kalol, Gujarat

- Executed print and packaging design production for commercial clients in a fast-paced production environment.

SELECTED ACHIEVEMENTS

- ▶ 200M+ Total media and PR visibility ICA Awards campaign
- ▶ 32M+ Profile reach ICA social media management, single cycle
- ▶ 12.8% Engagement rate ICA Instagram campaign
- ▶ 1.2M+ Accounts reached GGA Awards campaign
- ▶ ₹1L~ 5L Monthly campaign budgets managed across Meta and Google Ads
- ▶ 4 Markets India, USA, Australia, UAE
- ▶ 1 Gujarati feature film credit "Dhuandhaar" (2021)
- ▶ 3 - 5 Team members led and managed across creative functions

TECHNICAL SKILLS

- Design:** Adobe Photoshop, CorelDRAW, Adobe Illustrator, Canva (Advanced), Adobe Premiere Pro, After Effects, Figma, WordPress, Elementor
- Development:** HTML, CSS, React JS, Vercel, WordPress
- Marketing:** Meta Ads, Google Ads, TikTok Ads, Email Marketing, Odoo CRM, WhatsApp Business API, AWS SES
- AI & Tools:** Google Gemini Pro, NotebookLM, Veo/Flow, Antigravity, Claude (Anthropic), n8n (Automation), CapCut, Edits by Meta
- Languages:** Gujarati (Full Professional), Hindi (Full Professional), English (Working Professional)

EDUCATION & CERTIFICATIONS

- Fundamentals of Graphic Design** **Dec 2023 – Feb 2024**
California Institute of the Arts (CalArts)
International Certification
- Foundation of Digital Marketing & E-Commerce** **Running**
Google Mobile Academy — Google Certification Program
International Certification
- Instagram Marketing Certification**
Meta
International Certification
- Higher Secondary Certificate - Science** **Apr 2022**
National Institute of Open Schooling (NIOS)



SCAN FOR PORTFOLIO