



ARKA GHOSH

Sr. Creative Director
Brand & Integrated Advertising

Objective

Focused on building meaningful brand experiences through strong storytelling, strategic thinking, and integrated campaign development. Passionate about creating simple, impactful ideas that connect brands with people and drive creative excellence across platforms.

Personal Details

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D.O.B : 29th November 1986
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Core Expertise

Creative Leadership
Integrated Campaigns
Product Launches
Creative Strategy
Pitch Strategy & Team Leadership
AI-Augmented Creative Workflows
Campaign Craft & Creative Execution
Art Direction & Visual Systems
Adobe Creative Suite Expertise

Education

Secondary - 2003
Higher Secondary - 2005
Graduation - 2009

Language

Bengali	Native
English	Good
Hindi	Good

Off Work

Playing Drums
Listening Music
Photography

Professional Experience

Hakuhodo India
Sr. Creative Director (Sep 2024 - Nov 2025)

Lead creative direction for automotive brands including Maruti Suzuki, Mini Cooper, and Suzuki Motorcycles. Played a key role in launching Maruti Suzuki's first EV, e-Vitara, while driving pitch strategy, integrated campaigns, and team leadership across large-scale projects.

Cheil
Creative Director (Mar 2021 - Sep 2024)

Led integrated campaigns for Samsung's flagship smartphone portfolio. Played an important role in the launches of Samsung Flip & Fold 4, 5, 6, S23, S24, and A Series campaigns. Won a Bronze at Goa Fest 2022 for the Samsung Galaxy Z Fold3, Flip3 campaign.

Creativeland Asia
Associate Creative Director (Jul 2019 - Feb 2020)

Led integrated advertising and brand communication. Worked at Usha, Dabur, and Aviva Life Insurance. Conceptualized campaigns across print, packaging, and brand communication platforms. Mentored teams delivering editorial, packaging, and campaign design.

Hakuhodo Percept Pvt. Ltd.
Creative Group Head (Jun 2017 - July 2019)

Managed brands including Canon Cameras, The Beer Café, and Dr. Path Labs. Built brand design systems and directed large-scale brand shoots. Contributed to key campaign work and new business pitches.

FCB Ulka
Sr. Art Director (Sep 2015 - Jun 2017)

Handled campaigns for Whirlpool and Hero Motorcycles.

Rediffusion Y&R
Art Director (Jan 2015 - Sep 2015)

Worked on integrated campaigns for Amway and Hamdard.

Response India Pvt. Ltd.
Art Director (Dec 2013 - Jan 2015)

Worked across advertising, editorial, and digital communication.

JWT
Junior Art Director (May 2012 - Dec 2013)

Handled brands like The Telegraph, Exide, ITC(Cigarettes)