

Tarun Mishra

Creative Director



10 Years 5 Months



(+91) 9891654669



tarunrock90@gmail.com



Profile Summary

With 9.5 years of expertise, I am a creative and detail-oriented Media/Art Director adept in spearheading design projects, shaping visual identities, and overseeing creative teams. Proficient in delivering visually captivating campaigns across digital and print platforms, I excel in visual storytelling, team management, and brand strategy. Actively seeking opportunities to leverage my skills at TPS, Powerweave, Kalandar Ent., and IMG to drive impactful creative outcomes.



Education

B.Tech/B.E., 2013

BBD National Institute of Technology and Management, Lucknow



Work Experience

Feb 2024 - Present

Creative Director

TIWARI PRODUCTIONS

- Collaborating with cross-functional teams—such as audio engineers, screenwriters, composers, and cinematographers—to develop and implement innovative creative strategies, leading to a 25% increase in overall sales.
- Directing music production projects from concept to final mix, ensuring sonic branding aligns with visual narratives and emotional tone.
- Leading a team of 10 creative professionals to conceptualize and execute high-impact visual campaigns, including music videos, promotional trailers, and branded content, resulting in a 30% increase in brand engagement.
- Overseeing end-to-end production of multimedia content including videos, original scores, sound design, motion graphics, and photography, resulting in a 40% reduction in outsourcing costs and improved production turnaround.
- Supervising script development, storyboarding, casting, and post-production processes for short films, ad campaigns, and cinematic content.
- Leveraging expertise in music licensing, scoring, and editing to enhance storytelling across digital platforms, film, and branded entertainment.
- Utilizing industry-standard software (e.g., Adobe Creative Suite, Pro Tools, Final Cut Pro, DaVinci Resolve) to maintain creative consistency and elevate production quality.
- Driving collaboration between music artists, voice talent, and directors to achieve cohesive audio-visual experiences that support marketing and cinematic goals.

Feb 2019 - Aug 2024



Key skills

- Adobe Premiere Pro
- Video Editing
- Creative Writing
- Content Editing
- Budgeting
- Video Production
- Creative Ability
- Analytical Skills
- Team Skills
- Film Making
- Data analysis
- Media Planning
- Media Production
- Team Management
- Client Relationship Management
- Creative Director
- Creative Content Writer
- Creative Writer Freelance
- Artificial Intelligence
- Photoshop
- Script Writing
- Script Writer Freelance
- Concept Generation



Personal Information

City Mumbai

Country INDIA



Hobbies

- Writing Scripts
- Direction
- Creative Projects



Languages

- Hindi

- English



Social links

<https://www.youtube.com/@sanatanworldmusic>

Technical-Media Support Analyst

Powerweave

- Spearheaded creative direction for branding, print, and digital campaigns, ensuring cohesive and impactful visual identity. Give visual identity and messaging across all platforms.
- Supervise and mentor a team of designers, photographers, and copywriters, guiding them through concept development, production, and execution.
- Collaborate closely with marketing, product, and development teams to align design strategies with business objectives.
- Managed budgets, timelines, and project scopes, ensuring timely and within-budget delivery, and presented creative concepts and designs to clients and senior stakeholders for approval.
- Video Director for Marketing materials for Big Clients:- Unilever and other household brands
- Directed/managed video content/ POSM, and catalog shoots for internal company projects. Managed the media committee, which was made up of video, marketing, and graphic design specialists.
- Developed ideas/proposals, budgets, and timelines, and presented those to clients.

May 2018 - Feb 2019

Creative Director

Kalandar Entertainments & Productions

- Conceptualized and executed visual assets for websites, social media, print ads, and product packaging.
- Assisted in creating a cohesive brand identity for new product lines, working directly with the Art Director and Marketing team.
- Designed and directed photoshoots, ensuring visual assets aligned with overall brand aesthetics.
- Served as lead Creative Producer of all online video content for OTT and Film Festival, internal company projects, Short movies for film festivals, and award ceremonies.
- Maintained a volunteer staff and led a team of more than 40+ Members in the Production Team. Auditioned, selected, and managed the Media Committee, comprised of video, marketing, and graphic design specialists.