



KAMLESHWAR SHARMA

Assistant Manager – Graphic Designing

Expert in branding, advertising, and promotional design with a strong foundation in SOP-driven workflows. Adept at transforming creative concepts into high-impact visual communication while ensuring accuracy, quality, and brand consistency. Proven leadership in building digital marketing verticals from scratch, driving client engagement, and delivering strategic visual storytelling across diverse industries.

CONTACT

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arthala mohan nagar,
ghaziabad (UP) 201007

EDUCATION

- **Sikkim Manipal University**
2007 - 2009 - MBA
- **IGNOU**
2002 - 2006 - B.COM
- **Ideal Computer Centre**
2001 - 2002 - DCPM
- **BECB**
1998 - 2000 - 12TH
- **BSEB**
- 1998 - 10TH

SKILLS

- **Branding & Marketing**
- **Typography & Typesetting**
- **Layout and Composition**
- **Vector Graphics**
- **Image Editing**
- **Digital Illustration**
- **Packaging Design**
- **Video Editing**

PROFESSIONAL EXPERIENCE

Assistant Manager – Graphic Designing

SPM Medicare Pvt. Ltd., Noida

April 2025 - Present

At SPM Medicare Pvt. Ltd., I work as an Assistant Manager – Graphic Designing, responsible for creating packaging artwork, labels, pouches, and print-ready files for medical and healthcare products. I design marketing materials such as catalogs, posters, banners, and social media creatives while maintaining brand consistency. My role involves coordinating with product and marketing teams, preparing accurate dielines, handling UV, emboss, and foil detailing, and ensuring high-quality output for production. I also manage multiple design projects, work closely with vendors, and deliver all creative assets on time.

Creative Lead

Y.G. Estates Facilities Management Pvt. Ltd., Noida

December 2022 - April 2025

As the Head of Creative Design and Strategy at Y G Estates, I lead the creative vision and execution across multiple verticals, including facility management, property management, security management, and events management. My responsibilities include overseeing the conceptualization and design of all marketing and branding materials—such as flyers, banners, backdrops, social media content, proposals, and presentations—ensuring cohesive and impactful brand communication across platforms.

In addition to my core role, I proactively established a dedicated Digital Marketing services vertical within the organization. I built this function from the ground up, managing the complete workflow, including client communication, strategic planning, content creation, and campaign execution. This initiative has expanded the company's service portfolio and significantly strengthened its market presence.

I excel at the intersection of creative design, strategic thinking, and digital innovation. My leadership style emphasizes collaboration, innovation, and adaptability, ensuring that every project aligns with business objectives while driving engagement, brand value, and measurable growth.

SOFTWARE KNOWLEDGE

- Ms Office
- InDesign
- Photoshop
- Illustrator
- CorelDraw
- Premiere Pro
- After Effect

PERSONAL INFO

- Father's Name:
Shri R.A. Sharma
- DoB: 3rd Feb 1983
- Sex: Male
- Marital Status: Married
- Language: Hindi | English

Sr. Graphic Designer

NIIT Technologies Pvt. Ltd., Greater Noida

November 2015 - July 2018

Conceptualizing creative ideas, layouts, and compositions aligned with brand identity and communication goals. Successfully balanced artistic creativity with the strict design, formatting, and compliance standards required for UK newspaper publications. Collaborated closely with clients and internal teams to refine visuals, improve message clarity, and enhance overall engagement. Managed the complete packaging and submission cycle, including proofreading, final formatting, and version control, ensuring seamless communication, timely approvals, and error-free delivery for print and digital publishing.

Sr. Graphic Designer

2Adpro Media Solution Pvt. Ltd., Chennai

December 2014 - November 2015

Ad & Promotional Materials Designer – Produced high-impact advertisements and promotional creatives for a reputed UK-based newspaper, consistently adhering to strict Standard Operating Procedures (SOPs), brand rules, and publication specifications. Maintained exceptional accuracy and consistency through thorough self-proofreading, layout refinement, and compliance checks before final submission. Excelled in a fast-paced, deadline-driven workflow where timely delivery and precision were critical. Gained deep expertise in print-ready file preparation, font and image optimization, color correction, and formatting standards required for international publications. Collaborated effectively within a structured production pipeline, ensuring each ad met editorial requirements and passed all levels of quality assurance. Strengthened proficiency in handling multiple projects simultaneously while maintaining creative quality, technical excellence, and publication accuracy.

Graphic Artist

EKCS Pvt. Ltd., Gurgaon

March 2008 - April 2013

My tenure at EKCS was instrumental in shaping my leadership approach and elevating my professional capabilities. In addition to designing ads, magazine layouts, and marketing creatives with strict adherence to SOPs and brand guidelines, I took ownership of ensuring accuracy, creative clarity, and timely delivery for every project. I regularly collaborated with UK and US clients, which strengthened my ability to understand diverse market expectations, manage communication across time zones, and maintain high standards of client satisfaction. This experience deepened my skills in quality control, team coordination, and cross-functional collaboration. Beyond my design responsibilities, I developed strong managerial competencies, including effective task planning, clear email communication, prioritizing workloads, and guiding team members when required. These experiences prepared me to take on leadership-oriented roles where creative direction, operational efficiency, and client relationship management are equally important.

Layout Artist

Aquent (I) Pvt. Ltd. *Mumbai*

March 2007 - April 2008

Book Layout Artist (Elementary & High School Publications) – Worked on the complete layout development of school textbooks by creating and refining templates, paragraph styles, and master stylesheets to ensure visual consistency across all pages. Ensured accurate CMYK color processing using PitStop and maintained strict pre-press standards for print-ready files. Developed book structure concepts, including chapter flows, visual hierarchy, and grid systems, to improve readability and student engagement. Collaborated with editors, illustrators, and content teams to place text, graphics, and tables with precision. Performed rigorous quality assurance checks, including alignment, spacing, typography accuracy, image resolution, and color correction, ensuring error-free final output for large-scale printing.

Kamleshwar Sharma