

BLESSEN JOHN

Experienced Creative Specialist

DEAR SIR, MADAM

I recently came across your advertisement for a Post for **Creative Lead** and would like to submit my resume and application for the advertised post. After perusing your requirements, I feel that my qualifications and work experience perfectly match for your needs. I hold Master of Business Administration from University of Wolverhampton, and Bachelor Degree in Visual Communication. I have a total & relevant work experience of 13+ years. I am well versed in different areas of creative design and have successfully designed solutions for Graphic & Video Productions.

I am comfortable with Mac OSX and Windows (Latest Versions). In addition, I have in-depth knowledge about almost all top designing software. I am a team player to the core, but am also at complete ease when working alone. I have attached a copy of my CV. I hope you will find enough evidence of my capabilities as a **Creative Lead** in there to call me for an interview.

My Video Production Portfolio *(Video Direction & Storyboard)*

<https://www.youtube.com/channel/UClwYcdStV6fdKj01IDf-yRw>

<https://www.youtube.com/channel/UCLPdNnKGEuBMPzLE1d3YyA>

(Check these YouTube channel, all videos are my works)

My Creative Design Portfolio:-

(please check the social media posts until December 28, 2019)

<https://www.facebook.com/TEinsurance/>

https://twitter.com/takafulemarat_

<https://www.linkedin.com/company/takaful-emarkat-insurance-p-s-c/>

https://www.instagram.com/takaful_emarkat/

My Branding & Content Management Portfolio:-

https://drive.google.com/drive/folders/1TT8RiAbedPEa_zazPvIKoaR8tXv_Wqu-?usp=sharing

Portfolio Link:-

<https://drive.google.com/file/d/1gQ9JMAc7-VoNXXvY7IS22kBUwTqTdRt5/view?usp=sharing>

MY SKILLS:-

1. Working with Mac iOS & Windows OS
2. Managing Creative Team
3. Executing Video Production Projects
4. Motion Graphics & Video Editing (3D Design Tools, FCP, Premiere Pro, Adobe AfterEffects etc...)
5. Developing Internal Marketing Campaigns
6. Creative Graphic Designing (Adobe Creative Suites Latest Edition)
7. Logo, Branding & Identity
8. Forecasting Marketing Budgets and Expenses
9. Making TVC Storyboard
10. Social Media & Website Administration

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Thanks & Regards,
Blessen John

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blessenonline@gmail.com



Dubai, United Arab Emirates

WORK EXPERIENCE

DUBAI

July 2017-
Nov. 2019

CREATIVE VISUALIZER

TAKAFUL EMARAT, DUBAI-UAE

- Developing creative storyboard for TVC.
- Managing Creative Team (5 People)
- Hands on development of all social media creatives & Product Designs
- Leading B2B marketing campaigns
- Creating new design themes for e-commerce Website and collateral materials.

DUBAI

July 2016-
July 2017

CREATIVE DIRECTOR

GLOBAL MEDIA, DUBAI-UAE

- Implementing creative solutions for corporate identity projects and overseeing the merchandising development and delivery.
- Managed Media Team & Creative Designers (12 People)
- Presenting fresh creative approaches to clients
- Communicating e-commerce design strategies to clients and other creative developers.
- Managed B2B marketing campaigns

SHARJAH

March 2013-
July 2016

SENIOR GRAPHIC DESIGNER

SEDAR GLOBAL, SHARJAH-UAE

- Generate clear ideas and concepts in tandem with the copywriter
- Managed Creative Team & Interior Design Team (10 People)
- Take work from concept to final execution within deadlines
- Stay on top of all trends and maintain best practices
- Managed Sedar eCommerce Web Projects (www.sedarglobal.com)
- Project Lead for Sedar Brand Guidelines
- Managed B2B social media marketing campaigns

BANGALORE

May 2011-
March 2013

ART DIRECTOR

PICSEAN MEDIA, BANGALORE-INDIA

- Analysed client's requirements and generated creative ideas by working closely with the copywriter
- Mentored new creatives, reviewed their 'books' and managed new teams on placement with the agency
- Managed Art Team (12 People)

BANGALORE

Nov. 2007-
May 2011

CREATIVE DESIGNER

CREATIVE MANZA, BANGALORE-INDIA

- I received this offer from campus placement

Key Result Areas:

- Discussed business objectives and requirements of the job with clients or Account Managers
- Tracked emerging technologies in new media, particularly design programs such as InDesign, QuarkXPress,
- Software managed with Adobe Creative Suites & most modern Video Editing Tools
- Worked on layouts and art working pages ready for print

EDUCATION

MBA

2018 -2019

DIGITAL MARKETING

University of Wolverhampton, United Kingdom

B.Sc

2015 -2018

VISUAL COMMUNICATION

Bharathiyar University, Tamilnadu, India

P.G.

2006-2008

MULTIMEDIA & ANIMATION

CAAD Centre, Kerala, India

B.Com

2003 -2006

COMMERCE & MANAGEMENT

Kerala University, Kerala, India



**BLESSEN
JOHN**

EXPERIENCED CREATIVE SPECIALIST

A highly dedicated and Creative Specialist with more than 13+ years' experience in creative professions. A passion for fresh and original creative solutions combined with a level headed and rational approach has led to an impressive portfolio of high concepts. A hands-on approach to the entire creative process means that each project is curated with the utmost attention from inception to final delivery. A strong communicator with the ability to convey ideas clearly to clients as well as to copywriters and web developers.

Now i am working as
Marketing / Creative Specialist
on freelance basis.
December 2019 - Present

Linked In
[linkedin.com/in/blessen-john](https://www.linkedin.com/in/blessen-john)

Skype
[blessen.john1](https://www.skype.com/people/blessen.john1)

MY SKILL



ADOBE CC



CREATIVE
DIRECTION



DIGITAL
MARKETING



LOGO DESIGN



BRANDING



WORDPRESS



VIDEO
EDITING



VIDEO
DIRECTION



SOCIAL MEDIA
GRAPHICS



MAC iOS &
WINDOWS OS



STORY BOARD



Portfolio link

<https://drive.google.com/file/d/1gQ9JMAc7V0NXXvY7IS22kBUwTqTdRt5/view?usp=sharing>

REFERENCES

Mr. Shahid Safdar
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UNIVERSITY OF



WOLVERHAMPTON

This is to certify that

Blessen Pappachan John

has been awarded the degree of

Master of Business Administration

29th July 2019

Geff Layan

Vice-Chancellor

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Academic Registrar



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