

Baljeet Singh

Creative Director | Web Designer | Social Media Manager | Expert in Web Design and Social Media Marketing

Innovative & Motivated, the task-driven professional with 10+ years (and longer as a hobby for 13 years) of experience in web design and development across diverse industries. Equipped with a record of success in consistently identifying and providing the technological need of companies through ingenious innovations. Proficient in developing databases, designing WordPress websites, creating user interfaces and user experience, writing, and testing codes, troubleshooting simple/complex issues, and implementing new features based on user feedback.

EXPERIENCE

Creative Director

Sep 2021 - Jun 2022

Skynet Innovations, Batavia, OH

- *Working with the brand team to produce new ideas for company branding, promotional campaigns, and marketing communications.*
- *Evaluating trends, assessing new data, and keeping up-to-date with the latest marketing techniques.*
- *Assisting clients in resolving issues by responding to questions in a timely and professional manner.*
- *Creating and implementing tailored marketing plans based on individual client requirements.*
- *Directing brainstorming meetings and creative sessions.*
- *Shaping brand standards and creating procedures to ensure all products are brand appropriate.*

- *Mentor and encourage creative team members to foster a positive work environment.*
- *Shoulder the responsibility of the quality and completion of all work projects assigned to members of the creative team.*
- *Report progress of projects at major stages of their conception, creation, and execution.*
- *Ensure designs and content reflect consistently and positively the brand image and company ideals.*
- *Work with internal and external strategic partners to create products using the most current industry best practices.*
- *Serve as a liaison between the marketing and creative team and between the creative team and individual clients.*
- *Anticipate problems that may impede a project from completing on time and implement solutions.*

Creative Director

Salty Sardonic, Mumbai, IN

Jan 2021 - Sep 2021

- *Conceive and implement concepts, guidelines, and strategies in various creative projects and oversee them to completion.*
- *Collaborate with account executives to obtain knowledge of the clients' requirements.*
- *Direct and motivate teams of art directors, illustrators, copywriters, etc. to help them use their talents effectively.*
- *Lead brainstorming/creative sessions to generate ideas.*

- *Write and design unique and well-crafted copy that meets clients' needs as well as our own.*
- *Revise content and presentations, approve/reject ideas, and provide feedback to the team.*
- *Train and guide subordinates into accomplished professionals.*
- *Monitor results of team efforts and propose actions for the future.*

Sr. Web Designer and Marketing Specialist

Dec 2017 - Dec 2020

Les Creatifs Studio, New York, NYC

- *Determine appropriate architecture, and other technical solutions, and make relevant recommendations to clients.*
- *Develop and maintain robust Web style guides for all our consumer- and business-facing products.*
- *Create high-fidelity mock-ups for vetting and user testing, and finished .psd files for development.*
- *Create site layout, user interface by using standard HTML 5 / CSS 3 / PHP / JavaScript practices.*
- *Supervising junior web developers, analyzing areas of weakness, and scheduling training sessions accordingly.*
- *Research competitors' pricing and products.*
- *Decide on the appropriate placement of ads.*
- *Develop projects to create content.*
- *Publish digital marketing content online.*
- *Implement email marketing campaigns.*
- *Measure digital traffic.*

- *Monitor social media and Google Analytics.*
- *Optimize paid advertising campaigns using SEO and other tools.*
- *Report on the growth and analytics of campaigns to stakeholders.*
- *Scale and Monitor campaigns to maximize ROI and KPIs.*
- *Brainstorm and implement experiments and conversion tests.*

Sr. Web Designer and Marketing Specialist

May 2016 - Nov 2017

BKK French Touch, Bangkok, Thailand

- *Work with clients and project managers to build and refine graphic designs for websites. Must have strong skills in Photoshop, Sketch, Invision App, UX Pin, or equivalent application(s).*
- *Convert raw images and layouts from a graphic designer into CSS/XHTML themes.*
- *Interpreting client specifications and identifying website user requirements.*
- *Updating records and writing reports.*
- *Debugging websites and ensuring software documentation is updated.*
- *Conducting research and keeping abreast of social media marketing trends.*
- *Design digital media campaigns aligned with business goals.*
- *Establish our web presence to boost brand awareness.*
- *Maintain a strong online company voice through social media.*
- *Liaise with Marketing, Sales, and Product development teams to ensure brand consistency.*

- *Suggest and implement direct marketing methods to increase profitability.*

Web Designer and Marketing Analyst

Apr 2013 - May 2016

WBU International, London, UK

- *Identify user and system requirements for new websites and applications.*
- *Prioritize software development projects, set timelines, and assign tasks to team members.*
- *Create wireframes to decide on the layout.*
- *Write or review code for various applications.*
- *Run functionality testing and debug code.*
- *Oversee junior web developers and evaluate their performance.*
- *Liaise with designers to decide on UI/UX elements (like graphics and navigation buttons).*
- *Collaborate with mobile developers to build mobile-responsive websites.*
- *Set up a tracking mechanism (e.g., event and conversion tracking) on the website and other digital assets such as mobile apps.*
- *Conduct competitor analysis and study market trends to develop digital marketing strategies to achieve specific business objectives.*
- *Test, measure, analyze, and optimize the performance of search, social, and content to display across conversion funnels to boost customer engagement and conversions, lower the cost of customer acquisition, and increase customer lifetime value (LTV).*

- *Work closely with in-house teams and maintain client relationships through scheduling regular meetings to go through reports and provide actionable insights.*

Jr. Web Graphic Designer
Blue Moon Media, New Delhi, India

Mar 2011 - Mar 2013

- *Execute all visual design/graphic design stages from concept to final hand-off to engineering.*
- *Conceptualize original responsive website design ideas that bring simplicity and user friendliness to complex roadblocks.*
- *Create wireframes, storyboards, user flows, process flows and site maps to communicate interaction and design ideas.*
- *Present and defend designs and key deliverables to peers and executive-level stakeholders.*
- *Establish and promote design guidelines, best practices, and standards.*
- *Understand project requirements and concepts.*
- *Use various techniques to create drafts, models, and prototypes.*
- *Produce final design solutions (like logos, banners, interfaces).*
- *Take on special design tasks (e.g., color correction).*
- *Use feedback from other designers to improve.*

SKILLS

Expert: Collaboration, Written and Verbal Communication, Critical Thinking, Problem Solving, Organized, Brand Development

Intermediate: Adaptability, Friendly, Supervise, Leadership, Collaborative, Self-directed, Team Member

TECHNICAL SOFTWARE SKILLS

WordPress, Shopify, Wix, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma, Sketch, Loop11, Balsamiq, Invision Studio, Axure, Trello, Crazy Egg, Mock Plus, Optimizely, Google Analytics, Hootsuite, Google Adwords, SEMRush, Aherfs, Slack, Mailchimp, Buzzsumo, Sprout Social, Facebook Ads, LinkedIn Ads, Instagram Ads

Basic Information

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