

Ajithkumar Puthukkudi

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BRAND STRATEGIST

I am passionate about studying brands. In my approach to branding, I firmly believe in adopting a comprehensive perspective that integrates insights from consumers, service providers, branding specialists, and entrepreneurs. For me, a brand is not an individual being; it is a social being. Its identity, purpose, and success are built through the relationships it fosters with its audience, culture, and environment. This belief is deeply rooted in my professional and academic experiences. Notably, my five- year journey in branding and advertising, during which I collaborated with over 80 distinct brands, has further fueled my passion for this field, making it both enjoyable and fulfilling.

SKILLS

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| • Audience Research | • Concept Development | • Event Branding |
| • Market Analysis | • Research and Analysis | • Content Creation |
| • Strategic Branding | • Event Coordination | • Client Engagement |
| • Brand Maintenance | • Project Management | • Team Leadership |

ACADEMIC LIFE

PhD. Hyderabad Central University, 2009 - 2014
(Deregistered)

M.Phil. Hyderabad Central University, 2007 - 2009

M.A. Comparative Literature

University of Calicut, 2004 - 2006

B.A. English Language and Literature

University of Calicut, 2001-2004

PROFESSIONAL LIFE

Research Head and Associate Creative Director

Dec 2022 - Oct 2024

Close Communications, Branding and Advertising Agency, Calicut, India

- Develop research strategies for brand, market and audience analysis.
- Conduct in-depth studies and analysis of the brand's market and target audience.
- Identify opportunities, gaps, and risks in brand positioning and branding strategies.
- Prepare detailed reports summarizing research findings related to brand analysis, market trends, and audience behaviour.
- Provide strategic insights based on research outcomes to support branding efforts.
- Prepare detailed plans and strategies for brand positioning.
- Oversee the creation of the brand's visual identity and messaging based on findings from brand research and audience insights.
- Develop branding campaigns
- Collaboration with Creative and Marketing Teams
- Attend client meetings
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Concept Head**Jan 2022 – Nov 2022****Creative Army Magics, Branding & Advertising Agency, Manjeri, India.**

- Led a team responsible for content and concept development.
- Formulated strategies to foster connections with brand audiences.
- Participated in client meetings.
- Offered research-based insights to the creative and content teams.
- Presented work to clients.
- Contributed to brand naming and brand storytelling.
- Generated concepts for brand identity designs.
- Prepared branding guidelines.
- Crafted content and copies.
- Analysed brands in the market and formulated strategic positioning solutions.
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Concept Developer**Jan 2020 – Dec 2022****Creative Army Magics, Branding & Advertising Agency, Manjeri, India.**

- Conducted in-depth research on brands and their target audiences.
- Generated concepts for branding and social media campaigns.
- Participated in brainstorming sessions.
- Contributed to brand naming and crafted brand narratives.
- Created concepts for brand identity designs.
- Produced content and copies.
- Analysed brands in the market and devised strategic solutions for the brand positioning.
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Cashier**Dec 2017 – Sep 2019****Al Madina Hypermarket, Abu Dhabi, UAE.**

- Managed financial transactions and maintained financial records.
- Trained and supervised new employees in the finance department.
- Addressed and resolved customer complaints.

Assistant Professor**Aug 2014 - Jan 2017****Department of English, Regional College of Science and Humanities, Kizhisseri, Kerala.**

- Instructed English literature at the degree level.
- Assumed the role of Head of the Department from 2015 to 2017, overseeing the academic affairs of four faculty members and mentoring 110 departmental students in both their academic pursuits and extracurricular activities.
- Monitored students' academic progress and extracurricular involvement.
- Coordinated the activities of the Arts Program (2014-15) and Nature Club (2015-17).
- Led the Staff Council as its Secretary.
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Administrator**Nov 2006 - Nov 2007****Unity College, Kondotty, Kerala**

- Orchestrated meetings, appointments, and travel arrangements for student counsellors and managers.
- Instituted new filing and organizational protocols.
- Demonstrated the ability to exercise the utmost discretion when dealing with sensitive matters.
- Maintained records of student and teacher attendance, and oversaw student fee accounts.
- Facilitated the paperwork for teacher salary disbursements.
- Assisted in the seamless registration of students with the University.
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