

Ansul YADAV

Graphic Designer & Content Strategist



EXPERIENCE

- 02/2024 Present** **OKAY DONE (ROYAL CHALLENGERS BANGALORE)**
Sr Graphic Designer and Content Strategist
Lead the design strategy for social media campaigns, ensuring alignment with the brand's voice and identity.
Played a key role in the success of RCB's social media content for WPL 2023 & IPL 2023, contributing to a **30% increase in fan interactions**.
- 08/2023 02/2024** **ESSESENTIAL SPORTS**
Sr Graphic Designer
Produced visually appealing graphics for promotional campaigns, working closely with the marketing team.
Enhanced the brand's visibility through innovative design solutions, boosting **social media impressions by 15%**.
- 08/2022 08/2023** **SPORTSKEEDA**
Jr Graphic Designer
Contributed to creating dynamic and engaging graphics for sports-related content, from match-day visuals to editorial designs.
Collaborated with the editorial team to ensure that design elements matched the tone and style of written content.
- 11/2021 08/2022** **INSIDESPORTS**
Jr Graphic Designer
Assisted in producing graphics for social media and web platforms, supporting the content team with visually appealing assets.
Played a key role in refining the visual identity of InsideSports' digital content.



EDUCATION

- 2019 2022** **B.A. JOURNALISM AND MASS COMMUNICATION**
Lovely Professional University, Phagwara, Punjab
Pursued comprehensive studies in Journalism and Mass Communication, gaining a solid foundation in the field.
- 2007 2009** **INTERMEDIATE**
Army Public School, Shillong
Completed intermediate studies with a focus in Commerce.

ABOUT ME

I am a detail-oriented and organized graphic designer with expertise in Adobe Creative Suite, specializing in image manipulation, branding, and photography. My passion lies in creating visually compelling designs that align with brand objectives and drive engagement. Adept at working in fast-paced environments, I thrive in roles that demand creativity, innovation, and strategic thinking.

CONTACTS

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SKILLS

// TECHNICAL SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Manipulation
Branding
Photography

// LANGUAGES

English (Fluent)
Hindi (Native)