

SOMAY BHATNAGAR

Creative Director | Brand & Agency Liaison | Omni-Channel Brand Communication

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PROFESSIONAL SUMMARY

Creative Director with **15+ years** leading brand creative, agency–client liaison, and omni-channel brand communication for **Google, YouTube (India & APAC), Uber, Airtel** and category-defining gaming brands. Scaled a creative organisation from **10 to 72** and embedded AI into delivery workflows to cut creative turnaround by **~40%** while protecting craft. Manage the full loop from brand strategy to measurable revenue across **India, APAC and LATAM** — pairing brand relationship management with disciplined service and delivery management.

CORE EXPERTISE

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|---|---|---|
| <input type="checkbox"/> Brand Relationship Management | <input type="checkbox"/> Agency & Brand Liaison | <input type="checkbox"/> Business Relationship Management |
| <input type="checkbox"/> Omni-Channel & Brand Communication | <input type="checkbox"/> Creative Direction & Brand Architecture | <input type="checkbox"/> Service & Delivery Management |
| <input type="checkbox"/> AI-Embedded Creative Workflows | <input type="checkbox"/> Content Strategy & Localisation (India / APAC / LATAM) | <input type="checkbox"/> Cross-Functional Leadership (Product, Marketing, BI) |

SELECTED IMPACT

- **Brand & agency liaison** for Google, YouTube (India & APAC) and Uber — owning brand relationships and omni-channel communication across an estimated **200M+ audience reach**.
- Built localisation-first content systems across **8–9 languages**, lifting Tier-2/3 engagement **~30%** with no loss in delivery speed.

PROFESSIONAL EXPERIENCE

Founding Creative Director & Brand Lead — B POP Beverages

Oct 2025 – Present
Bengaluru, India

- Own **brand, creative, AI and partnerships end-to-end** for a new-age FMCG brand that turns every bottle into a “mini-billboard” media surface — blending product, media and brand partnerships.
- Built brand identity, packaging, omni-channel campaigns and on-ground activation from zero; secured **~6 brand partnerships** and a visibility-first go-to-market in the first **~6 months**.

Creative Director — Gameskraft

Apr 2022 – Aug 2025
Bengaluru, India

- Led creative vision and **delivery management** across a portfolio of **8 business units** (Rummy, Poker, new IP) — including **RummyCulture, India’s #1 rummy app** with a player base scaled to **3.2 cr (32M+)**.
- Scaled the creative org **10 → 72**; embedded AI into delivery workflows, cutting turnaround **~40%** and reclaiming **28% capacity** reinvested into IP and innovation.
- Served as internal **brand & business liaison** across product, marketing and BI — translating business KPIs into creative roadmaps for a Rummy business that grew **3X** at **~90% MoM retention**.
- Launched **Truco Patrão** for LATAM: built the world, tone, visual language and narrative from scratch with deep cultural nuance — Gameskraft’s first international title.
- Delivered brand & creative for marquee marketing moments — including the celebrity-led **‘Culture of Champions’** campaign and a **Guinness World Record** rummy tournament (**215K+ participants**).

Head of Creative — Trell

Oct 2021 – Apr 2022
Bengaluru, India

- Led product thinking, content strategy, brand and design at an early-stage social-commerce platform of an estimated **50M+ MAU**.
- Defined brand strategy and creative frameworks for **6 private-label consumer brands**, compressing launch cycles by **~25%** through reusable creative systems.

Creative Director — Dentsu Webchutney (Dentsu)

Sep 2019 – Oct 2021
Bengaluru, India

- Lead agency-side **brand & creative liaison** for **Google India, YouTube (India & APAC), YouTube Shorts & FanFest, Uber India, POCO, Gance and Airtel** — managing brand relationships, agency liaison and omni-channel communication.
- Owned experience design for **Google for India, Google Maps 15th Anniversary, YouTube Shorts APAC and Google Discover launch** — part of the team during Webchutney’s run as **Spikes Asia Country Agency of the Year (2019)** and India’s most-awarded agency at **Cannes Lions**.

EARLIER EXPERIENCE

Creative Director, Kubric • **Sr. Manager, Brand Design, Total Environment** • **Creative Lead, Myntra** • **Sr. Art Director, Razorfish (Publicis Groupe)** • **Freelance Art Director**

Clients: Myntra, ESPN, Star India, Maruti Suzuki, Airtel, Vodafone, Micromax.

EDUCATION, CERTIFICATIONS & LANGUAGES

MSc Animation & Design (2014) & BSc Animation & Multimedia (2011), Birla Institute of Technology, Mesra • **Google UX Design & Google Digital Marketing & E-commerce (2026)** • **Languages:** English, Hindi, Japanese (N5, in progress)