

ANMOL TYAGI

Creative Director · Brand Strategist · Communication Architect

Gurugram · 8979597151 · unmoltyagi@gmail.com · Portfolio: anmoltyagi.com · [LinkedIn](#)

PROFILE

Every brand has a problem it can't quite put into words. For the past 9 years, that's been my cue.

Across 45+ global and domestic brands spanning D2C, B2C, and B2B, I build communication systems that don't just say the right thing, they do the right thing: drive engagement, sharpen recall, and move revenue. I've led multidisciplinary teams of up to 15, blending structured creative systems, Gen AI tools, and human insight to scale both ideas and output.

IMPACT HIGHLIGHTS

- Directed integrated campaigns across FMCG, Food Retail, BFSI, Healthcare, Real Estate, and Gaming — delivering **50M+ cumulative reach**.
 - Led Dhara's #KhanePeKehna (**20M+**), Indian Oil's #TogetherForTomorrow (7M+), Junglee Poker's #ApneTypeKeLog (5M+), and EU's #StartNow (1.5M+).
 - Architected IPL campaign strategy that drove **150K+ organic social growth** for fantasy gaming brand Howzat.
 - Developed narrative pitch frameworks that contributed directly to **11 major account wins**.
 - Named Hero's first convertible scooter — SURGE; and led the **ET Campaign of the Year** for JW Marriott.
 - Shaped Symphony and Forest Essentials' e-commerce communication, contributing to their **highest online sales performance** (FY 2022–23).
-

EXPERIENCE

Creative Content Head · Miduty

Nov 2025 – Jan 2026

- Brought in to shift brand messaging from founder-led to a scalable, trust-driven consumer narrative.
- Managed a 12-member creative team across copy, design, and video production.
- Implemented AI-assisted creative systems that improved content consistency and turnaround efficiency.

Associate Creative Director · MRJ India

May 2023 – Sep 2025

- Led a 15-member multidisciplinary team across Indian Oil, Dhara, TVS, Safal, Junglee Poker, Chili's, and more.
- Directed integrated campaign development spanning Digital, Social, Print, Performance Marketing, and TV.
- Built brand identity and launch communication from scratch for D2C brands JungleBerry and NutriBinge.
- Delivered print and OOH campaigns for Pacific Malls, AIPL, and Bestech, maintaining rigorous brand consistency.
- Developed public health awareness stories for Ipas Development Foundation on sexual and reproductive health.
- Collaborated with Growth and Performance teams, aligning creative strategy to CAC efficiency and ROAS goals.

Group Head – Copy · Losung360

Apr 2021 – May 2023

- Led an 8-member copy team across Symphony, Luminous, Forest Essentials, ET Money, Urban Company, and more.

- Delivered social, website, e-commerce, and digital campaign content, including #LoveMacadamia (2M+ views) and Xare's #FriendsWithBenefits for the MENA market.
- Recognised as Best Newcomer at the Losung360 Townhall (2021).

Senior Copywriter · [Bill Gosling Outsourcing](#)

Feb 2018 – Apr 2021

Content Writer · [Searchline Database Pvt. Ltd.](#)

Jan 2017 – Feb 2018

C O R E E X P E R T I S E

Creative Direction: Creative Strategy · Integrated Campaign Development · Copy, Design & Video Supervision · AI-Augmented Workflows · Narrative Frameworks

Brand Strategy: Brand Positioning & Identity Systems · Consumer Insight Translation · Storytelling · Scalable Content Engines · Stakeholder Management

Integrated Marketing: ATL · BTL · Social Media · Digital Campaigns · Performance Marketing Collaboration · Funnel-Based Communication · E-commerce Communication

E D U C A T I O N

B.Tech · DIT University, Dehradun

2017