



# DEEP CHAKRABORTY

## Creative Head

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### PROFILE

Creative leader with 21+ years of experience shaping brand voice, identity and cultural relevance. My previous experience in research and consulting gives me a rare hybrid perspective, combining analytical rigour with creative thinking.

I have a proven track record of building strong teams and clear brand thinking, blending human storytelling, design craft and modern tools, including AI-enabled execution, to create work that resonates and delivers lasting business impact.

I currently lead Creative at Bang In The Middle, partnering with brands across lifestyle, real estate, home appliances, renewable energy, insurance and large conglomerates.

Prior to this, I helmed integrated campaigns at Leo Burnett across FMCG, fashion, mobile devices, financial services, AlcoBev and automotive sectors.

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### CONTACT

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📍 Gurgaon, Haryana

🌐 [Deep Chakraborty](#)

### CORE STRENGTHS

- **Creative Leadership & Vision**
- **Brand Platforms & Long-term Thinking**
- **Narrative, Visual Craft & Design Excellence**
- **Integrated Campaign Thinking**
- **Strategic Problem Solving**
- **Team Building, Mentorship & Culture**
- **Client Partnership & Stakeholder Alignment**
- **Calm Decision-Making in High-Pressure Environments**

### EXPERIENCE

#### BANG IN THE MIDDLE

*Creative Head | Mar 2025 - Present*

**Brands:** Suzlon, Welspun, Moulinex, Antara by Max Estates, Aaj Tak, Candere by Kalyan Jewellers

- Lead end-to-end creative vision for marquee brands, shaping long-term communication platforms across digital, print, film, and integrated media.
- Partner closely with clients and business teams to translate brand objectives into clear, culturally resonant creative solutions.
- Champion AI-led visualisation and execution to enhance ideation and storytelling.

*Creative Director | July 2024 - February 2025*

**Brands:** Bath & Body Works, Tefal, Philips, Maharaja, Indiamart, Amity University, Siegwark

- Oversee multiple high-stakes projects simultaneously, ensuring creative excellence, budget discipline, and timely delivery.
  - Drive continuous evolution of brand identities, ensuring consistency while keeping communication fresh and relevant to changing audiences.
  - Build, mentor, and inspire multidisciplinary teams of designers, writers, and art directors, fostering a culture of craft, curiosity, and accountability.
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#### LEO BURNETT

*Creative Director | October 2021 - June 2024*

**Brands:** Pepsi, 7up, Jeep, Lays, Bacardi, Blackberrys, Quaker Oats, IndusInd Bank, Iodex, California Almonds

- Spearheaded creative strategy and execution for integrated advertising campaigns across categories
- Led and guided multiple agile and cross-functional creative teams to deliver work that balanced bold ideas with brand objectives
- Partnered with marketing and business team in client presentations, creative sell-ins, and strategic discussions

## SKILLS

- **Creative Strategy Development**
- **Concept Development & Storytelling**
- **Brand Identity Systems**
- **Digital, Print & Film Communication**
- **Campaign Execution & Rollouts**
- **Project & Timeline Management**
- **Cross-functional Collaboration**
- **Presentation & Creative Sell-in**

## LEO BURNETT (*contd.*)

*Creative Strategist | January 2020 - September 2021*

**Brands:** Canara HSBC, Valvoline, Saint Gobain, Minute Maid, CarDekho, Sporto, Motorola

- Collaborated closely with copy, art, strategy, and account teams to deliver cohesive and impactful communication
  - Led copy and design direction from concept to final execution across major brand campaigns
  - Mentored junior creatives, raising the overall quality bar and creative confidence within the team
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## KPMG | 2011 – 2019

*Go-To-Market Lead (earlier Research Lead)*

- Built and scaled the UK Research Capability Hub to a 50+ member team across Gurgaon and Bangalore, evolving it from an information support function into a strategic research partner for consulting engagements.
  - Led market intelligence and analytical support across the full project lifecycle, delivering sector insights, competitive analysis and strategic frameworks for client-facing teams.
  - Later, led the firm's Go-To-Market capability, developing data platforms and workflow systems that equipped pursuits teams with real-time credentials, client wins and market intelligence for proposals and business development.
  - Strengthened knowledge management systems and collaboration across teams, translating complex information into clear, structured narratives for senior stakeholders.
  - Led capability-building initiatives, training programmes and volunteer partnerships across education, healthcare and sustainability.
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## EVALUESERVE | 2004 – 2011

*Manager - Business Research (earlier Senior Business Analyst, Business Analyst)*

- Led global research and competitive intelligence programmes across telecom, technology and emerging sectors for international consulting and corporate clients.
- Managed analyst teams producing forecasting reports, industry analysis and market insights on topics such as mobile technologies, digital ecosystems and global telecom trends.
- Directed intelligence programmes tracking strategic deals, product launches and competitive developments across global technology and telecom companies.
- Built and maintained intelligence portals and sector reports that helped clients monitor industry shifts and competitive dynamics.
- Early roles focused on producing regular industry intelligence publications covering telecom, outsourcing, private equity and venture capital developments across global markets.