

NIVESH RAMAWTHAR

Brand. Creative. Marketing. Copy.

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SKILLS

Brand Management | Creative & Marketing Strategy | Copywriting | Graphic Design | Web Design (UI) | Video Editing

SUMMARY

Seasoned creative leader with over 20 years of experience in advertising and marketing. Proven expertise in brand strategy, creative direction, and copywriting, with a passion for building and growing brands. Skilled at developing and executing multi-channel campaigns, leading cross-functional teams, and transforming business objectives into compelling creative solutions. Specialised in strategic story-telling driving creative and brand growth.

EXPERIENCE

Senior Manager - Brand Marketing

GEMS Education

2020 - 2026 | Dubai, UAE

- Defined and established the first dedicated brand marketing team to elevate the GEMS brand across all channels.
- Led comprehensive brand and marketing strategies to enhance brand presence and market leadership.
- Managed all creative direction, design, and content creation for multiple platforms.
- Oversaw teams for design, video editing, and project management to drive brand story-telling.
- Build, mentor, and inspire high-performing brand, content and social teams working within tight deadlines.

Creative Director

Orangerie Advertising

2016 - 2020 | Dubai, UAE & Satellite Branches

- Developed and led creative strategies across central HQ and its branches in Bahrain and Kuwait.
- Developed and scaled the digital division within the agency with focus on social and digital media.
- Directed creative and marketing strategies for diverse clients across B2B and B2C markets, online and offline.
- Served as Brand Guidelines Custodian, ensuring consistency and integrity across all client materials.
- Managed client servicing and budget allocation to ensure project profitability.

Associate Creative Director

Orangerie Advertising

2013 - 2016 | Dubai, UAE

- Leveraged strong copywriting, strategy, and design skills to win and grow key B2B and B2C accounts, including a new fashion brand and a major insurance client.
- Collaborated on model casting, styling, and photography to support creative campaigns.
- Contributed to research and trend evaluation to inform brand strategies and creative direction.
- Managed budgets and client relationships to support creative project success.

Head of Creative/Strategy

African Mediums Advertising & Marketing

2007 - 2013 | Durban, South Africa

- Evolved from Copywriter to Head of Creative and Strategy within two years to demonstrate versatility.
- Successfully changed the image of fast/value fashion from cheap to counter-culture pop styl
- Developed and led all marketing and brand strategies for the agency.
- Provided creative direction for a wide range of advertising and marketing campaigns.
- Maintained strong client relationships and provided strategic presentations.

Founder/Creative Director

Talent'd Creative Management

2010 - 2013 | Durban, South Africa

- Successfully developed and executed a business plan for a new talent division within African Mediums.
- Managed and branded a roster of actors, singers, dancers, and models, providing opportunities for local talent.
- Led all creative direction, web design, and project management for the division.

Head of Internal Marketing | 2007

TBFD Media

2007 | Durban, South Africa

- Managed all internal marketing activities to the subscriber database for a web-based digital client.
- Used creative writing and strategic acumen to significantly increase client profits within the first two months.
- Briefed ad agencies and managed client relationships.

Head of Public Relations/Communications Lecturer

DCC CAMPUS

2003 - 2007 | Durban, South Africa

- Promoted to department head after one year, demonstrating early leadership potential.
- Developed a keen marketing disposition through initiatives in PR and the creation of a new school publication.
- Honed public speaking and presentation skills through lecturing.
- Managed projects and budgets for the department and school publication.

EDUCATION

- **Bachelor of Social Sciences (Media and Communication)**
- Graduated top 11% of faculty
- Languages: English, Afrikaans
- 18 years experience in creative brand & marketing strategy

INTERESTS

- New technologies
- Artificial Intelligence
- Writing
- Design

SKILLS & PROFICIENCY

- **Creative Direction:** Campaign Concepting, Brand Identity, Art Direction, Visual Asset Management
- **Strategy:** Brand Strategy, Marketing Strategy, Digital Strategy, Content Strategy, Social Media Strategy, Research & Trends
- **Copywriting:** Brand Messaging, Campaign Copy, Web Content, Ad Copy, Press Releases
- **Leadership:** Team Management, Client Relations, Mentorship, Project Management, Budget Management
- **Design & Production:** Graphic Design, Video Editing, Web Design, Model Casting, Styling, Photography, Presentation
- **Software:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects), Canva, Figma, Wordpress, Asana, Office and Mac Suites, AI tools (OpenAI, Leonardo Ai)