

Swati Kothari

Graphic Design

1606 Saba 3, Jumeirah Lake Towers

P.O. Box 283862

Dubai, UAE

United Arab Emirates

View the full portfolio at <http://www.thecreativefinder.com/swatee>

Professional Experience and Curriculum Vitae

EXPERIENCE

YouTube, Google Inc. | Toronto

Oct 2007 - Sept 2008 ?Community,

Marketing Manager

Successfully lead YouTube launch events in Canada and India, planning and co-ordinating all launch event requirements including and not limited to client/user management.

Successfully drove the Beijing2008 olympics campaign, increasing on-site user activity from 6k to 21k within 3 weeks.

Developed design solutions for various marketing materials for YouTube launches across 8 countries, integrating the YouTube brand with localised creative needs.

Conceived and created training toolkit for YouTube editorial / community international teams.

Served as liaison between multiple YouTube teams across 10 countries, ensuring brand policies and guidelines were followed for a successful YouTube experience.

Supported all Google India initiatives by the Sales, Marketing and Business Development teams to promote YouTube India in the local market.

Trained and educated support teams on how to use and bring out the best of YouTube.

Grenville Management inc. at Johnson & Johnson Inc. | Toronto Dec 2005 - Sept

2007?Creative Services Manager

Branding, POP, Advertising, Web Design, Editorial design

Managed different aspects of print production starting with creative design and including estimating, quoting, press approvals for all print collateral for major J&J brands like Nicoderm, Nicorette, Listerine, Reactine, Benylin etc.

Coordinated creative development and production timelines between designers, print suppliers and media/posting companies in order to meet client deadlines.

Normalised production processes and conducted client training in order to better serve external expectations.?Proactively managed the success of production scope,

schedules and budgets. ?Conceived and created experience design solutions that fulfill strategic business objectives and individual brand strategy.

?Core Media Integrated (COMEDI) | Toronto

Sept 2004 - Nov 2005

Creative Head

?Branding, Logo Design, Retail Design, Advertising, Web Design, Editorial design

?Facilitated individual clients to build customer relationships over multiple channels.

Provided customized solutions that integrate web based and interactive initiatives into the client's overall ?marketing and branding strategy. ?Generated creative ideas brought to life by thoughtful design; a progressive representation of the client's brand.

Continually improved Creative Department methods, problem solving models and best practices. ?Delegated creative and version changes while keeping in constant contact

with clients' needs, consistently meeting timing and quality expectations.

Grenville Management & Printing Ltd. | Toronto

Oct 2001 - Aug 2004

Design Service Associate/ Acting Manager

Responsible for computer and design operations on PC & MAC.Operation of various computers and desktop publishing software packages to design and create products for clients as per individual client needs.?Assumed Management position when manager was absent.?Ensured that all work produced was of top quality and that all deadlines are met in a profitable and timely fashion.

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