

Vikram Bhalla

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+91 99205 67064

Date of Birth: January 22, 1983

Current Residence: Goa, India

Willing to Relocate: Yes

Open To:

Full-time, part-time or WFH Positions

Education:

- 2005-2006: PG Diploma in Advertising & PR, Indian Institute of Mass Communication, New Delhi
- 2002-2005: BA (English), Symbiosis College of Arts, Pune
- 2000: HSC (Science), St Vincent's School, Pune
- 1998: ICSE, The Bishop's School, Pune

Skills:

- Creative Direction
- Creative Strategy
- Brand Strategy & Management
- Marketing
- Copywriting & Content Writing
- Brand Design
- Design Strategy
- Creative Team Management
- Creative Project Management
- Client Acquisition
- Client Management

Interests:

- Branding
- Writing
- Design
- Environment & Climate Change
- Animal Welfare
- Films
- Artificial Intelligence
- Technology

Agency Website:

www.twodesign.in

Personal Portfolio Website:

www.vikrambhalla.com

Social Media:

www.linkedin.com/in/vikram-b

www.twitter.com/vikram_2dsgn

www.instagram.com/vikram_two/

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I'm a Creative Director and branding expert with a 17-year track record of crafting captivating visual narratives and driving creative projects and professionals across varied disciplines. From a career in advertising to founding a successful design firm to leading a creative team at a sustainability-focused startup, I've honed my skills in managing diverse talents, telling engaging stories, and producing memorable brands.

I'm passionate about using creativity to promote sustainability, social responsibility, and innovative technology. I'm eager to explore new opportunities that make a meaningful impact and contribute to a better future for all of us.

2010 ————— PRESENT

Founder & Creative Director – TWO Design

I established TWO Design, a boutique brand identity design firm, and over more than a decade led projects for diverse clients, including the UNFAO, India Fashion Week, Teapoy, and Kausheya Silks (London).

I managed a global network of creative professionals, overseeing all aspects of the creative business, from team management and creative and marketing strategy to design, copy direction, client acquisition, and business management.

Entrepreneurship helped me gain resilience and confidence, and prepared me for any organizational challenge.

2021 ————— 2023

Creative Director – rePurpose Global

I joined rePurpose Global during a critical period of global climate action, leading a multidisciplinary team of designers, writers, brand managers, and video professionals.

I drove impact-focused branding, storytelling, and design for rePurpose and hundreds of its brand partners, including Grove Co., Mananalu, Ocean Bottle, and Riverside Natural Foods. During my tenure, rePurpose Global's client list grew from 18 to 250+, with 86% of clients stating that our branding and marketing expertise is what set us apart from the competition, and convinced them to join us.

At rePurpose, I developed expertise in branding and communication specifically for impact-focused companies, further honing my skills in marketing and creative strategy.

Prior Work Experience

2008 ————— 2010 Senior Copywriter — Ogilvy & Mather, Mumbai

2008 ————— 2008 Copywriter — Vyas Gianetti Creative, New Delhi

2007 ————— 2008 Copywriter — Everest Brand Solutions, New Delhi

2006 ————— 2007 Copywriter — Brand David, New Delhi