

Vaiishnavi Ramesh

vaiishnaviramesh@gmail.com
linkedin.com/in/vaiishnaviramesh
behance.net/vaiishnavi

Creative director with 14 years across smartphones, travel, e-commerce and FMCG. I build creative teams from scratch and make work that earns attention, then earns its keep.

EXPERIENCE



Creative Director

04/2026 - Present

Rivet Dating, Meant To Be Inc. *World's first dating network*

- Lead creative, brand and performance for the US launch, building the playbook for global expansion.
- Own product marketing, performance creative, events, in-app live shows, merch and OOH.
- Drove the creative behind 14x growth in daily active users, from under 450 to over 6,000.
- Run acquisition creative across Meta, TikTok and Google, now bringing in about 3,000 sign-ups a week.



Creative Director

03/2025 - 03/2026

Atlys *Visa platform for India, UAE and UK travelers*

- Created One Way Out, Atlys' biggest campaign to date, driving a 60x spike in visa applications.
- Built and led a 12-member creative team across India and international markets.
- Wrote print campaigns for launches and features, working with product and engineering.



Creative Director

03/2023 - 09/2024

Infinix Mobiles India *Part of Transsion Holdings*

- Grew market share 63% through product launches and brand collaborations.
- Lifted brand recognition 82% with a new positioning strategy.
- Led a 12-member in-house creative team across digital and traditional media.
- Won the Star Award for Excellence in Creative Communications and the Most Valuable Transsioner Award.



Manager, Brand & Creatives

01/2021 - 03/2023

CashKaro *Cashback and affiliate commerce*

Brands Amazon, Flipkart, Ajo, Myntra, MakeMyTrip, Nykaa

- Led a 10-member team on brand and communication for EarnKaro, the company's affiliate app.
- Grew affiliate sign-ups 40% through festive campaigns with Myntra, Flipkart and Amazon.
- Ran Google and Meta acquisition campaigns, plus influencer and in-app retention programs.



Group Head, Copy

08/2019 - 11/2020

Bang in the Middle *Digital agency*

Brands vivo, iQOO, McCormick, HCCB, Jovees, HCL Music

- Led creative for the iQOO brand launch in India.
- Lifted vivo brand engagement 71% through influencer partnerships.
- Led a 6-member copy and art team and wrote over 25 digital films.
- Directed content partnerships with Amazon Prime, Nat Geo and Hotstar.

EARLIER

Senior Copywriter **Omlogic** Campaigns for Nasscom, NITI Aayog and Swachh Bharat.

2018 - 2019

Copy Head **ReplIndia** Led campaigns for Fortis, Colorbar, Adani Foundation and Ambuja Neotia.

2017 - 2018

Creative Consultant **Freelance** Consulted for a portfolio of brands and ran a pottery business.

2013 - 2017

Content Editor **Aptara** and **Network18** Content for Dell, Elsevier, McGraw-Hill and Sony.

2010 - 2013

EDUCATION

Bachelor of Journalism and Mass Communication **Guru Jambheshwar University**

2009 - 2012

Skills Creative Strategy / Brand Strategy / Performance Creative / Product Marketing / GTM / Copywriting / Film Scripting / Influencer Marketing / Consumer Insight / Team Leadership / SEO

Languages English and Hindi, native. Tamil, proficient.