









# DIVYA BASKAR

## ASSOCIATE CREATIVE MANAGER

### CONTACT

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-  <https://shorturl.at/zubXQ>
-  <https://vimeo.com/user241614929>
-  Please visit this website to explore the Video project and portfolio.

### EDUCATION

**BSC Computer Science**  
Anna Adarsh College | 2014 - 2017

**12th - 2014 | 10th - 2012**  
Chennai Higher Secondary

### SKILLS & BADGE






#### Technical:

- AI & Machine Learning, Midjourney
- Adobe After Effects & Premiere Pro
- Cinema 4D, Figma & Firefly
- Canva, Final Cut Pro & Plugins
- Photoshop, Illustrator & Indesign
- Microsoft Powerpoint, Excel & Word

#### Creative:

- 2D Animation & Motion Graphics
- Video Editing & Visual Storytelling
- Corporate Explainer videos
- Project & Budget Management
- Agile: Asana, Trello, Scrum, monday
- Resourcing & Campaign Direction

### ACHIEVEMENTS

-  Honorable Mention Award  
Bayer project, ICON Plc
-  Inspire Award – Project Lead,  
Telavant video, ICON Plc
-  AI & ML Certification – May 2025  
Kesha Williams, LinkedIn
-  Madlin Medcare – Self-made  
healthcare explainer Video,  
View: <https://shorturl.at/vOBkO>
-  Walker – Personal wristwatch  
branding project

### PROFESSIONAL SUMMARY

Associate Creative Manager with 7+ years in video production, motion design, and content strategy in the corporate healthcare sector. Led a 5-member team, boosting productivity by 20% and delivering 2 award-winning projects for top pharma clients. Skilled in end-to-end creative management, reducing client complaints by 30%, and collaborating across teams. Recently certified in AI & ML, with strong skills in creating compliant, high-impact content for clinical education, patient engagement, and brand storytelling in regulated environments.

### PROFESSIONAL EXPERIENCE

#### CREATIVE MANAGER – VIDEO

ICON PLC (Clinical research organization)

2023 - 2025

Video Creative Manager with 1.8 years of experience in the healthcare sector, overseeing the full production lifecycle of explainer videos, training modules, and internal communications using Adobe Premiere Pro and After Effects.

- Managed teams, delegated tasks to junior editors, and ensured timely, high-quality delivery through direct client coordination and budget Control.
- **Directed** concept development, editing, feedback integration, and final output while ensuring brand consistency and regulatory compliance.
- As an **Associate**, contributed to content strategy and visual storytelling by transforming complex medical topics into engaging visual content.
- As a **Project Coordinator**, streamlined production workflows using Workzone to ensure timely, cost-effective delivery, and earned **two performance awards** for creative leadership.
- Independently produced “**Madlin**,” a self-driven **healthcare explainer video**, demonstrating strong storytelling and technical skills.

#### LEAD GRAPHIC DESIGNER

RR Donnelley

2020 - 2023

Worked as a **Lead Graphic Designer** for 3.5 years, managing diverse creative projects including video editing, packaging design, logos, magazine layouts, and digital illustrations. Proficient in **Adobe Photoshop, Illustrator, and InDesign**, delivering high-quality content across print and digital platforms.

- Served as **Shift Lead**, handling direct client communication, overseeing project timelines, resource planning, and production workflows.
- Conducted quality checks to ensure timely delivery of visual assets.
- Collaborated with cross-functional teams to maintain brand consistency, meet deadlines, and exceed client expectations.

#### GRAPHIC DESIGNER

Image Creative Education – Internship

2019 - 2020

Completed a 7-months Graphic Design **internship** to enhance creative skills and explore new career opportunities. Gained hands-on experience in design theory, branding workflows, and **Adobe Creative Suite**.

- Developed an independent project titled “**Walker**,” wristwatch brand, creating logo, packaging, and marketing materials.

#### DOCUMENT SPECIALIST

RR Donnelley

2017 - 2019

Accumulated 1 year and 10 months of hands-on experience as a **Document Specialist**, proficient in **PowerPoint, Excel, and Word**.

- Prepared client documents, designed templates, graphs, maps, financial tables, and logos.
- Key contributor to **quality checks** ensuring accuracy and consistency.