

# Anuj Chopra

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## **SENIOR WEBSITE DESIGNER & GRAPHIC DESIGNER, IT PROJECT MANAGER, CREATIVE HEAD, MULTIMEDIA SPECIALIST, SOCIAL MEDIA MARKETING HEAD, PRINTING & PREPRESS SPECIALIST**

- Innovative and driven with strong technical know-how, natural leadership talent and analytical problem-solving expertise.
- Oversee all website designing and graphic productions to create entertaining and informative works for diverse worldwide online audiences.
- Highly effective at collaborating with artistic, project, production and administrative leadership to complete tasks according to budget and schedule goals.
- Design and develop custom-crafted, customer-focused websites and e-commerce websites.
- Website programming and development using latest software, language & technology.
- Committed to high standards of user experience and usability (UX & UI).
- Results-oriented, with an excellent track record for identifying accelerated growth opportunities.
- Dynamic and team-oriented IT Project Manager with more than 10 years of experience in asset management, risk mitigation and project leadership.
- Resourceful navigation of intricate factors governing web planning, security, SEO and launch.
- Created engaging and eye-catching digital graphics that were used in websites, online ads and in social media campaigns.
- Increased brand awareness through creation of innovative print and online digital productions for major companies.
- Developed creative design for marketing packages : including printed materials, brochures, banners and signs.
- Prepared and designed flyers, illustrations, brochures and photographic work using graphic software's.
  
- **Managerial Skills:**
  - Worked with clients to gather and define requirements, establish scopes and managing project milestones.
  - Pursued business development opportunities and fostered positive relationships with clients through engaging presentations.
  - Design and developed innovative and responsive websites, e-commerce websites for clients across the globe.
  - Provided clients with print and online advertising solutions for brand awareness, promotional product sales and special events.
  - Worked with marketing teams to create, deploy and optimize effective campaigns for our clients.
  - Developed creative programs to meet business goals, including partnership building, event sponsorship, activation platforms and consumer experience design.
  - Managed all phases of new product developments, including conceptualizing designs, managing milestones and incorporating customer feedback.
  - Monitored contracts and service level agreements to identify potential risks and implement mitigation actions to protect development process from unforeseen delays and costs.

- Outlined work plans, determined resources, wrote timelines and generated initial budgets as part of project scope determination.
- Delegated assignments based on online marketing plans, project needs and knowledge of individual team members.
- **Key Skills:**
  - Website Designing
  - Web Development
  - E-Commerce Websites
  - UI Designs (User Interface)
  - UX Planning (User Experience)
  - Project Management
  - Online Branding Strategies
  - Social Media Marketing & Activities
  - Website Graphics
  - Digital Designs
  - Logo Designs
  - Graphic Designs
  - Ad Campaign Development
  - Corporate Identity Branding
  - Team Building

## **EXPERIENCE**

### **Active Media 9 (New Delhi, India)**

Sr. Website and Graphic Designer | IT Project Manager | Creative Head | Multimedia Specialist  
July 2009 - Present

- Manage a portfolio of clients and be responsible for the timeliness and quality of the work of the design and development team serving that client.
- Website designing and development of all kinds of business, e-commerce, products catalog websites and projects for Indian as well as International clients.
- Effectively managed all facets of website development / mobile application productions with strong project management and decision-making skills.
- Skilled at coordinating documentation, production plans and personnel resources to complete work under tight schedules.
- Excellent reputation for resolving problems and improving customer satisfaction.
- Tech-savvy Web & Graphic Designer contributes specialty in search engine optimization, marketing, social media management and audio/video integration to launch custom-tailored code for website presence.
- Detailed understanding of complex, up-to-date programming languages and considerations.
- Innovative approach to actualizing organizational marketing plans.
- Senior graphic designer with talent for developing unique custom artwork.
- Innovative approach to idea and concept development.
- Providing complete corporate branding solutions to the clients.
- Managed all kind of printing processes like offset, screen, flexo and digital printing.
- Developed creative design for marketing packages, including printed materials, brochures, banners and signs.
- Designed and processed big banners, hoardings and posters for outdoor advertising.

- Handles and engaged in social media campaigns for clients.

### **Medico X-Ray Products (New Delhi, India)**

Graphic & Multimedia Designer | Printing & Prepress Specialist

July 2007 - Jun 2009

- Producing print marketing collateral (flyers, brochures, advertisements) in various formats.
- Review and approve assets created by exhibitors and studios in support of marketing campaigns.
- Develop designs from conception to completion and file delivery for print or digital applications, including generation of mockups, PDFs and distribution to marketing, sales & vendors.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Worked with marketing teams to create, deploy and optimize effective campaigns.
- Conceptualized and developed graphics products for medical / hospital equipments, medical stationary and allied products.
- Managed all kind of printing processes like offset, screen, flexo and digital printing.

### **RECENT WEBSITE DESIGNS**

- **Kofalt Global – India | [www.kofalt.in](http://www.kofalt.in)**  
Kofalt Global is an online teaching / school web portal for students of all age groups. The web portal is specially designed to manage all day-to-day administrative tasks of the school. School management software allows school to digitally monitor the daily activities along with managing all the resources and information on a single platform. Students can learn the lessons / topics by watching videos and also conduct online examination tests and also get their results and certificates online.
- **Zeus Nutritions – India | [www.zeusnutritions.com](http://www.zeusnutritions.com)**  
Zeus Endlos Nutritions is a India based health nutrition company provides a vast range of health & fitness nutritional supplements that are used by people who want to come in good-looking shape. These nutritional supplement work best when one does physical workout that is in fact a great mantra to stay fit and healthy in today's time. Zeus Endlos Nutritions supplements are 99% to 100% pure with no use of animal products, no fillers, no banned substances or hormones, duck feathers and human hairs. And we are proud to present quality products.
- **Yiwu Lotus Imports & Exports – China | [www.yiwulotus.com](http://www.yiwulotus.com)**  
Yiwu Lotus Import & Export Co. Ltd. is a China based export house brand synonym of reliability, quality & services with trust, to address the ever growing needs of business. They source, inspect & procure the products of your choice from China or from other countries and safely deliver the products at your door step while securing your payments. Yiwu Lotus Import & Export Co. Ltd. provide a total solutions for your imports & exports of any product from any country to deliver it to any port of the world.

- **New Horizon Impex FZE – UAE | [www.newhorizonimpexfze.com](http://www.newhorizonimpexfze.com)**

New Horizon Impex FZE is a UAE (United Arab Emirates) based company and located at Azman Free Zone, the best trading area. They are leading manufacturer and suppliers of Bitumen and all kinds of Industrial Chemicals and Solvents. New Horizon Impex FZE has made its mark in the Global market as a reliable quality supplier of Bitumen and all kinds of Industrial chemicals and Solvents. It has become a name to be reckoned for its commitment towards product quality, stable supply and efficient import-export channels.
- **Mad Over Chicken – India | [www.madoverchicken.com](http://www.madoverchicken.com)**

Mad Over Chicken is a very youthful, cheerful, fried chicken, the American restaurant, founded and run by young minds. In the beginning, he had just ideas and inspired by them he decided to take fresh, delicious and affordable American cuisine fried chickens, crispy and juicy chickens, burgers to people.
- **Pinnacle Global Exports – India | [www.pinnacleglobalexports.com](http://www.pinnacleglobalexports.com)**

Pinnacle Global Exports is one of the leading manufacturers and exporters of an exquisite range of Leather & Fashion Garments to various major countries of the world. We, at Pinnacle Global Exports, understand the international garment industry like no one else does. Incorporated in the year 2006, we are one of the most reputed manufacturers and exporters of high quality readymade garments, woven and knitted garments for ladies.
- **Dr. Suneet Kaur – India | [www.dr.suneetkaur.in](http://www.dr.suneetkaur.in)**

Dr. Suneet Kaur is a qualified Obstetrician and Gynaecologist. She has 13+ years of experience in her field. She is managing all kind of pregnancies including high risk pregnancies like pregnancy complicated with diabetes, hypertension, obesity, low lying placenta etc. She is a trained and experienced Laparoscopic Surgeon. She is doing all kind of Gynaecologic Laparoscopic surgeries like Laparoscopic Hysterectomy (TLH), Fibroid uterus, Ovarian Cysts etc.
- **Gainda Phenyle – India | [www.gaindaphenyle.com](http://www.gaindaphenyle.com)**

Grand Chemical Works, is the one of the leading well-established brand / company of India for manufacturing best quality Phenyle for more than 80 years... Today, they have achieved a good niche in the domain of manufacturing and supplying unmatched quality of home cleaning products includes Phenyle, White Disinfectants, Toilet Cleaners etc. for Hotels, Hospitals, Offices & Homes under the brand name of GAINDA BRAND PHENYLE, which is the most popular brand name among the customers for its reliability and economic prices since 1950.
- **YSB International Inc. – India | [www.ysbinternationalinc.com](http://www.ysbinternationalinc.com)**

YSB International Incorporation is a global leading chemicals group which has made its mark in the domestic and International market as a reliable quality supplier of all kinds of natural resin, synthetic resins, polymers, plastics, rubber, solvents and chemicals. It has become a name to be reckoned with, due to its Commitment to quality services, stable supply base, outstanding product quality, efficient export channels and excellent services. This has helped us to establish good trade relations with the world manufacturers and distributors.
- **Saarthi E-Rickshaw – India | [www.saarthierickshaw.com](http://www.saarthierickshaw.com)**

Saarthi e-Rickshaws are India's leading brand for launching e-Rickshaw (Battery Driven Technology) in the Country. We believe in our ideas to change the world of our long decades man pulled rickshaws in our country. With aim to manufacture a Rickshaw which is not man pulled and secondly also not effects our environment with any kind of pollution (Air and Noise). Our continues research & development results Saarthi e-Rickshaw birth.

- **Nutex Drycleaners – India | [www.nutexdrycleaners.com](http://www.nutexdrycleaners.com)**  
Nutex is a drycleaning firm that was started with a vision of providing new texture to the clothes through best eco friendly drycleaning practices at most economical prices. Nutex is one of the oldest drycleaning business houses in Delhi NCR established in the year 1962. It is a constant endeavour by the team of 'Nutex' to provide world class quality services to each and every customer.
- **Padam Associate – India | [www.padamassociate.com](http://www.padamassociate.com)**  
Padam Associate, is a progressive real estate consultant engaged in providing property related solution to our esteem clients. Padam Associate, knows that your home is the biggest asset for you, we offer you best deals in time. We understand our customer's requirements with utmost knowledge of constructed properties in the area and the sale history of the specific property. Established in year 1987 by Late Shri Jasmail Singh Padam. We take pride in providing an honest and upright service aiming to build a long-lasting, trustable relationship with our clients.

**Click the link below for more website designed portfolio...**

<https://www.activemedia9.com/website-designing-by-active-media-9.html>

## **CREATIVE LOGO DESIGNS**

<https://www.activemedia9.com/logo-designing-by-active-media-9.html>

## **CORPORATE BRANDING & GRAPHIC DESIGNS**

<https://www.activemedia9.com/corporate-branding-by-active-media-9.html>

## **EDUCATION**

- 10<sup>th</sup>, Central Board of Secondary Education (CBSE) **(2000)**
- 12<sup>th</sup>, Central Board of Secondary Education (CBSE) **(2002)**
- Bachelor of Commerce, Delhi University **(2006)**
- DTP (Desk Top Publishing), Graphic Design Vocational Course of 6 Months **(2007)**
- Diploma in Design & Multimedia of 2 Years from Arena Multimedia & Animation (Aptech Ltd.) in Graphic Designing, Website Designing and Multimedia Specialists **(2009)**