Maadhyam Bhushan

Senior Brand Strategist / Creative Director

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PROFESSIONAL SUMMARY

Brand strategist and creative director who turns business ambition into distinctive brands, high-attention campaigns, and creative systems teams can sustain. Combines strategic clarity with hands-on direction and delivery. Recent work includes a nationally covered cloud brand launch, a 5,000+ participant event campaign, and a creative operation scaled to three times its output.

WORK EXPERIENCE

Founders' Office

03/2026 - Present

Abundanze

- Lead the team working directly with the founders, translating priorities into clear ownership, coordinated execution, and follow-through across the business.
- Partner with the founders on business strategy and commercial growth; helped add ₹20 lakh in new AUM over eight months through strategy and sales.
- Drive the rebrand and marketing work, shaping positioning and materials, and help plan and conduct workshops that align teams around business priorities.
- Lead website design and create pitch decks, proposals, and sales materials; support sales conversations and the progression of opportunities.
- Designed and built a bespoke, company-wide AI operating system that connects tools and workflows around the business's offerings, standards, and constraints; streamlined recurring work, reduced manual workload, and improved operating efficiency.

Brand Architect

06/2026 - 09/2026

Bharath Cloud

- Originated and created Badal as BharathCloud's official cloud mascot and original brand IP; owned its development, story, and role in the brand from concept through launch.
- Led and owned the approximately ₹15 lakh integrated launch end to end, from strategy and creative planning through production, launch, and campaign rollout.

- Launched Badal at the Press Club of India and represented the work to press as its creator; generated TV and news attention and coverage in 100 newspapers across India and neighboring countries.
- Generated 2 million views and 1 million engagements. Badal became a cornerstone of BharathCloud's brand; the mascot-led idea has since been echoed by others in the category.

Brand Strategist & Creative Director

11/2025 - 04/2026

Adsclique Media

- Led brand strategy and creative delivery across seven client accounts in India and the US, translating business goals into positioning, campaigns, and production.
- Managed a five-person creative team and rebuilt briefing and review systems, tripling deliverable output while maintaining quality standards.
- Raised average views 200% month over month and grew organic audiences by 25-50 followers per month across B2B and corporate accounts.
- Led Honor Run Jaipur 2025 from strategy and pitch through creative direction and on-ground delivery: 5,000+ participants across three races, flagged off by the Rajasthan Chief Minister.
- Directed work across brand systems, reels, films, motion, and campaign assets; supported client retention, account growth, and new business pitches.

Management Trainee

09/2024 - 02/2025

Antkind Collective LLP

- Moved into client-facing work within the first month and coordinated campaign delivery across three international teams.
- Contributed strategy and content for SERA Space, a Blue Origin partner; produced work end to end from scripts and shoots through edits and campaign adaptations.
- Introduced AI-assisted workflows and production templates that shortened content turnaround.

Director & Writer

Funktion

YouTube short-film series

- Wrote and directed a four-episode series for the band; led concept development, creative direction, and the full shoot.
- Managed a ₹1.5 lakh production with an eight-person cast, two videographers, a two-person camera crew, and one editor.

- The showreel helped generate ₹7 lakh in show revenue in one month. Two episodes are released; two are forthcoming.

Artist, Producer & Composer; Independent music project

Ananta

Writing, producing, and composing original music for an artist project currently in development.

EDUCATION

Journalism, Mass Communication & Media Studies

IILM University

Graduated

LANGUAGES

English

Speaking: Native fluency **Listening:** Native fluency **Writing:** Native fluency

Hindi

Speaking: Native fluency **Listening:** Native fluency **Writing:** Native fluency

SKILLS

Brand & Business Strategy | Positioning and architecture | Category and competitive strategy | Consumer psychology | Brand narrative and IP | Go-to-market and product marketing | Business strategy | Systems thinking | MECE | Blue Ocean Strategy | Porter's Five Forces | Creative and art direction | Campaign concepting | Integrated campaigns | Writing and scripting | Visual identity | Content strategy and content engine design | Film direction and end-to-end production | Music production and composition | Workshop design and facilitation | AUM and commercial growth | Sales | Pitch and proposal development | Sales enablement | Lead generation and pipeline building

Client acquisition, retention, and expansion | Digital and social media marketing | SEO/SEM | Meta Ads | Google Ads | Founder partnership | Team leadership | Cross-functional management | Creative operations | Workflow design | Production budget management | AI system design and workflow automation | P&L awareness | GPT | Perplexity | Canva | Google Workspace | Microsoft Office | Meta Ads Manager | Google Ads

ADDITIONAL INFORMATION

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• Creative Pursuits: Film direction, scriptwriting, independent music composition, and audio production.

• Interests & Perspectives: Professional Chess player, speculative sci-fi and political literature, and avant-garde menswear & visual design aesthetics.

• Location & Mobility: Based in Greater Kailash II, New Delhi; available for strategic consulting, regional travel, and global remote opportunities.