

# CHETAN FERNANDES

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## Professional Objective

To create clutterbusting, aesthetic, innovative and experiential communication which initiates engaging and positive conversations between brands and audiences. And to harness my strengths in visualization, direction, writing, film, theatre and production technology to meet this objective.

## Professional Experience

Long Term Relationships on the following brands:

- Cisco, EMC, Fidelity, Ford, Hitachi Data Systems, HP, HSBC, HUL, Mahindra, Tata Motors, Tata Power Strategic Electronics Division, Tata Sons, , SAP, Sun Microsystems, Symantec, VMWare.

### Shobiz Experiential Communications

April 2013 and current

*Vice President & National Creative Director*

*Reporting to CEO*

#### Responsibilities:

- Mentor creative talent across the country's 4 India offices
- Instill a culture of 'pushing the envelope' within the creative team
- Originate and implement processes and guidelines to increase 'seamlessness' in cross platform initiatives
- Troubleshoot creative challenges along with the project team

### Shobiz Experiential Communications

April 2010 to 2013

*Creative Director - Experiences*

*Reporting to CEO*

#### Responsibilities:

- Induction and training of key creative resource to upscale the delivery pipeline
- Ensure that the design and implementation of experiential communication initiatives for Shobiz clientele is on par with global standards in terms of concept and creative
- Tasked with conceptualization and deployment of Shobiz's social media outreach [www.shobiz24x7.com](http://www.shobiz24x7.com)
- Understand and induct next generation presentation technology into ongoing initiatives as appropriate
- Shobiz corporate communications kit 2010 [www.shobizexperience.com](http://www.shobizexperience.com)

#### Achievements

- **Tata Nano Superdrive 1** – won the prestigious EVENT Award from Exhibitor Magazine, UK
- **Tata Indigo Manza Launch Event** – using multi screen interactive video technology, video projection mapping
- **Esprit Awards** – Tata Indigo Manza Launch event shortlisted for Best Creative Solution
- **Nissan Micra** – Launch event with Ranbir Kapoor using a custom created black light theatre production from Prague

### Shobiz Event Solutions Pvt. Ltd.

November 2001 to April 2010

*Associate Creative Director*

*Reporting to Executive Vice President, Creative Head & CEO*

**Responsibilities:**

- Respond to a client's brief by designing an appropriate and innovative experiential communication solution after understanding the brand attributes – its values, tone of voice and personality
- Business development with a focus on industry verticals which lend themselves to new media
- Interface with architects, graphic designers, to create distinctive programme communication
- Interface with lighting designers and event production personnel to translate the programme identity on ground
- Conceptualization and Production of audio visual material / live action
- Show direction
- Moulding of junior creative talent: architects, visualisers, designers

**Achievements:**

- **2 WOW Awards (Silver) for Excellence in Experiential Communications for Cisco India Partner Summit 2008 – KL**
- **1 ISES Nomination for SAP Summit – Best Event with a Legacy**
- Instrumental in re-positioning the Company from an event management company to an experiential communications company and forward to an integrated marketing company
- Conceptualised, wrote and art directed the *Shobiz Corporate Communications* kit
- Conceptualised and scripted all print and video material for the *Tata Century of Trust Exhibition* initiative, involving *14 audio visuals* and 5000 sq. ft. of exhibition space which has toured *8 cities* in India, *3 cities overseas* and *40 schools* across the country
- Conceptualised, scripted and directed trade launches for numerous *Hindustan Unilever Limited* brands across Laundry, Personal Products, Colour Cosmetics, Foods and Beverages

**Wizcraft International Entertainment Pvt. Ltd**

**June 2001 to November 2001**

*Associate Creative Director*

*Reporting to Directors*

**Achievements:**

- High impact, high ROI promotions for *Castrol 2 stroke engine oil*
- Conceptualised, wrote and art directed the event marketing campaign for "*Limited Edition*" – a series of art centred *soirees*
- Conceptualised, wrote and produced the Company bid presentation for the *Afro Asian Games* and the *Microsoft CXO Summit 2001* in Cochin, both of which won these assignments for the Company

**Shobiz Stage Management Pvt. Ltd**

**April 1999 to May 2001**

*Associate Creative Director*

*Reporting to Creative Director and CEO*

**Achievements**

- Conceptualised and directed "*Stain Wars*" the Trade Launch for *Surf Excel, Hindustan Lever's* premium fabric wash brand
- Conceptualised and directed the *AdClub Awards "Abby 2000"*
- Familiarised myself with lighting, sound and projection and the creative possibilities they offered as active communicators within the event experience
- Was a core member of the operations team for *Oracle's* multi-city *I-Develop* tour which visited multiple locations across the Middle East, Africa and South East Asia

Crossroads Players – Holy River  
Actor & Assistant Producer

April 1997 – January 1999

Cyclops Film and Audio Visual Communications      July 1996 – March 1999  
*Assistant Director*

**Projects handled:**

- **FILM** – Collaborated on the concept, scripting, production and direction for *Gillette Sensor Excel launch films, ACC-CRA Mining and Exploration, ESBE'S Electronics Superstore, Oberoi Hotels Stargate Project* (management films based on Covey's 7 Habits of Highly Effective People)
- **PRINT** - Collaborated on concept, copy and design for *ACC Ready Mixed Concrete* press ad, *Ambience Properties* brochure, *Encode Advertising, Hyderabad* brochure

Cyclops Film and Audio Visual Communications      October 1994 – January 1996  
*Production Supervisor*

**Academics**

June 1993 – May 1996, Bachelor of English Literature (64%)  
St Xavier's College, Mumbai

June 1991 – May 1993, Higher Secondary Certificate (65%)  
St Xavier's College, Mumbai

June 1980 – May 1991, Secondary School Certificate (73.57%)  
St Stanislaus High School, Bandra - Mumbai

**Additional Information**

Post Graduate Diploma in Multimedia  
*Arena Aptech Multimedia, Bandra*

December 1996 – June 1997

**Hobbies and Extra-curricular Activities**

- *School & district level athletics* for 800m, 1500m, 3000m, long and high jump, football
- *Theatre*
- *Sailing*
- *Diving*

**References**

**Mr Daryl Gomes**

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Tata Power Strategic Electronics Division  
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**Mr Etienne Coutinho**

Proprietor  
Cyclops Films and Audio Visuals  
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