Aniket Gupta

MARKETING · INNOVATION · AI

CREATIVE PORTFOLIO

Creatives that stop the scroll.

Selected social media and campaign work for 20+ brands across 12 industries.

ABOUT

Hi, I’m Aniket Gupta.

I’m a digital marketer and designer. For the last 7+ years I’ve worked with digital marketing agencies and directly with brands across the globe, mainly in the US, UK and UAE.

Every creative starts with the business goal: an enquiry, an order, an admission or a follow. Then it’s designed to fit the brand and the platform it will live on.

100 creatives in this deck

20+ brands designed for

12 industries, from schools to hotels

WHAT I DESIGN

Creatives for every stage of a campaign

Social media posts

Single posts and carousels for Instagram, Facebook and LinkedIn, made for each platform.

Ad and offer creatives

Promotions, memberships and launches, each with one clear call to action.

Festive and moment posts

Diwali, Women's Day, Earth Day and the other moments your audience already cares about.

Engagement posts

Contests, puzzles and quizzes that get people commenting and sharing.

Campaign series

Admissions drives, franchise campaigns and product launches, designed as one series.

Brand identity

Logos, colour palettes and brand guidelines, so every post looks like one brand.

BRANDS I'VE DESIGNED FOR

20+ brands across 12 industries

EDUCATION
Shri Educare

SCHOOLS
The Shri Ram Early Years, The Sixth Element, Made Easy School, Bachpan

AUTOMOTIVE
Hankook, G.I.S.T, Freedo Rentals

FOOD & GROCERY
Alde Bazaar

PET CARE
FurryTails

FITNESS
Gold's Gym, Headquarter Fitness Arena

SPORTS
Cosco

HOME & DECOR
Saatvik Homes & Decor, Armonia

HOSPITALITY
Park Plaza Gurgaon, 7 Brauhaus, New Town Cafe

FRESH PRODUCE
TaazaSabji

BOOKS
BookPal

REAL ESTATE & TECH
Shapoorji Pallonji, Savvyy, LetsVerify, WhizHack

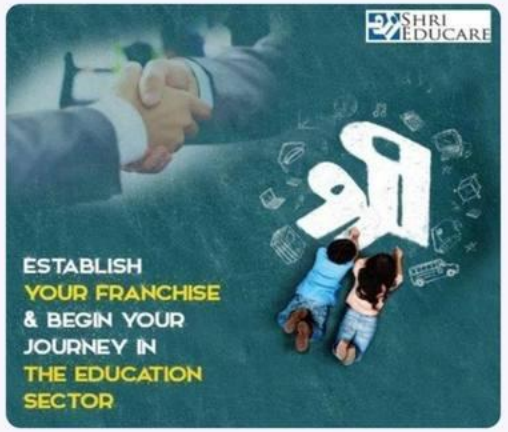
PORTFOLIO · EDUCATION

Education consultancy

For **Shri Educare**



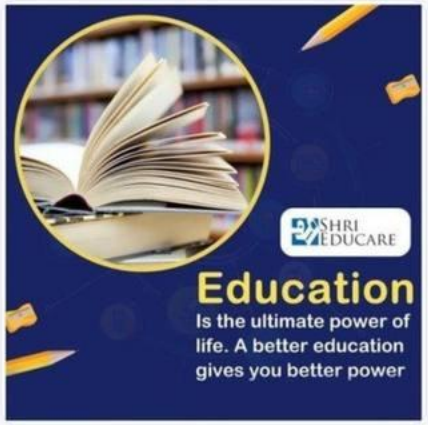














PORTFOLIO · EDUCATION

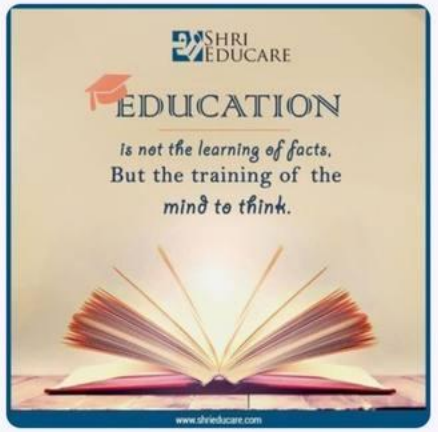
Education campaigns

For **Shri Educare** and **The Shri Ram Early Years**

















PORTFOLIO · SCHOOLS

Preschools and schools

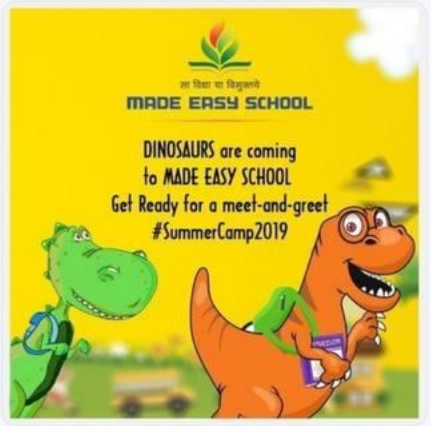
For **The Shri Ram Early Years**, **The Sixth Element**, **Made Easy School** and **Bachpan**

















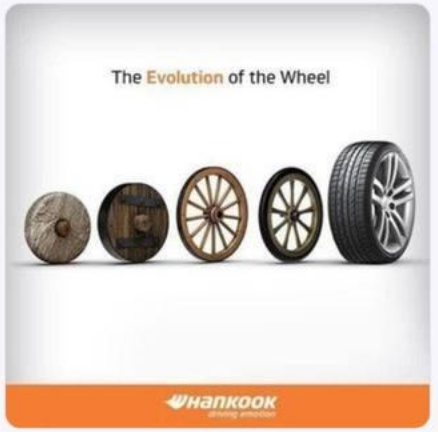
Tyres and auto care

For **Hankook** and **G.I.S.T**

















PORTFOLIO · AUTOMOTIVE

Two-wheeler rentals

For **Freedo Rentals**















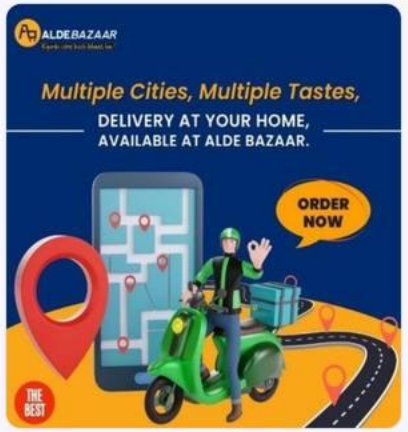


PORTFOLIO · FOOD & GROCERY

Regional food delivery

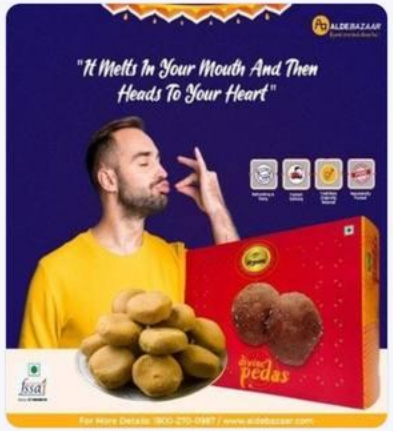
For **Alde Bazaar**

















PORTFOLIO · PET CARE

Pet care launch campaign

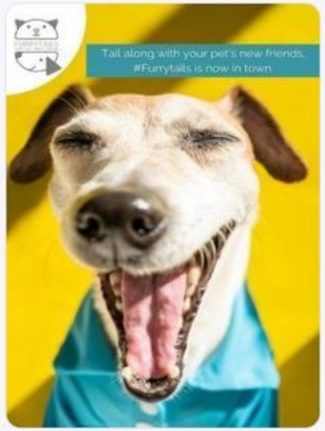
For **FurryTails**

















PORTFOLIO · FITNESS

Gyms and fitness clubs

For **Gold's Gym** and **Headquarter Fitness Arena**











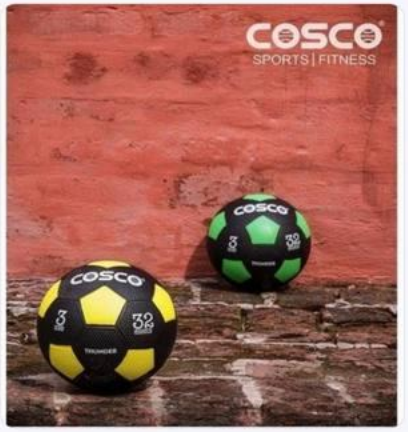
PORTFOLIO · SPORTS

Sports equipment

For **Cosco**













PORTFOLIO · HOME & DECOR

Home and decor

For **Saatvik Homes & Decor** and **Armonia**











Hotels and restaurants

For **Park Plaza Gurgaon**, **7 Brauhaus** and **New Town Cafe**













PORTFOLIO · FRESH PRODUCE

Fruit and vegetable delivery

For **TaazaSabji**











Book rental and reading

For **BookPal**













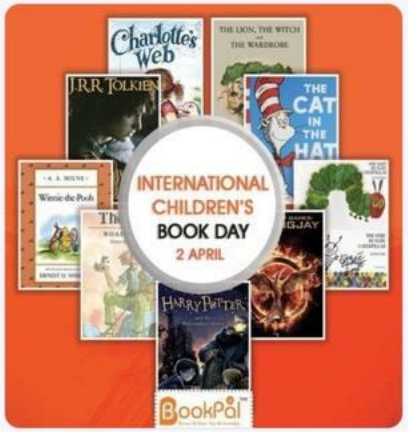
PORTFOLIO · BOOKS

Reading moments and festive posts

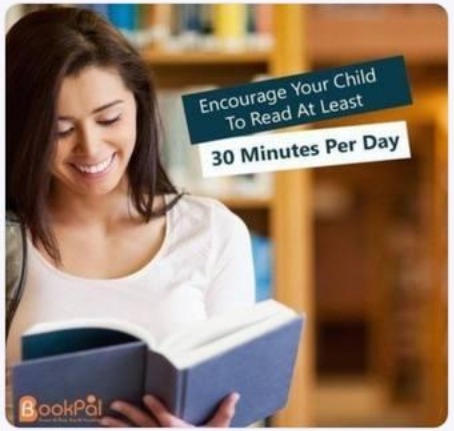
For **BookPal**













Real estate, fashion and tech

For **Shapoorji Pallonji**, **Savvyy**, **LetsVerify** and **WhizHack**











HOW WE WORK

From your brief to ready-to-post files

01

Brief

Your goal, audience, offer and the platforms you post on.

02

Concept

A creative direction, the copy hook and reference styles to agree on.

03

Design

On-brand creatives built for each platform and placement.

04

Refine

Your feedback, worked into the next round.

05

Deliver

Ready-to-post JPG, PNG or PDF files in every size you need.

BEYOND CREATIVES

One marketer for your whole growth plan

SEO

Rank for the searches that bring you customers.

AI Optimization

Show up when buyers ask ChatGPT or Google's AI.

GMB & Local SEO

Get found on Google Maps and in "near me" searches.

Website Design & Development

SEO-friendly, mobile-responsive websites.

Paid Advertising

Google, Meta and LinkedIn ads, tracked on enquiries.

Social Media Management

Consistent posting and community care.

Marketing Automation & CRM

Follow up with every lead automatically.

Graphic Design & Creatives

The work you've just seen.

Aniket Gupta

MARKETING · INNOVATION · AI

Let’s create your next campaign.

Share your brief and I’ll come back with ideas, a timeline and a quote.

CALL

+91 93100 81996

+91 93545 74690

WEBSITE

www.aniketgupta.in