

Hello.
I'm **Kanishk Bhardwaj**,
Creative Manager.

📍 Huddersfield, United Kingdom

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Creative Manager with 10+ years' experience leading multi-brand strategy for UK consumer brands. Specialist in e-commerce and Amazon ecosystems, with a proven track record of driving brand growth, increasing engagement, and delivering measurable commercial impact. Experienced in leading high-performing creative teams and delivering end-to-end campaigns aligned to business objectives.

Core Expertise

Creative Direction & Brand Strategy

Amazon Brand Stores & E-Commerce

Integrated Campaigns

Team Leadership & Mentoring

UI/UX & Digital Design

Adobe Creative Suite (ACP Certified)

CRM & Email Marketing (Klaviyo)

Content Production & Photography

Professional Experience

John Cotton Group Ltd., Mirfield

Creative Manager | July 2021 - Present

- Lead the strategy, design, and delivery of Amazon Brand Stores for Slumberdown and Snuggledown, improving customer journeys and strengthening brand presence across the Amazon ecosystem.
- Directed integrated campaigns across e-commerce, digital, and content channels, increasing engagement and supporting commercial performance.
- Deliver creative leadership across all brand touchpoints, producing high-quality, conversion-focused output aligned to business objectives.
- Lead and mentor a creative team, improving delivery speed, consistency, and output quality across multiple brands.
- Collaborate with marketing, product, and commercial teams to align creative strategy with customer insight and revenue goals.

Key achievements

- Delivered end-to-end Amazon Brand Stores, improving brand consistency and customer engagement across retail touchpoints.
- Built and developed an in-house creative team, reducing agency reliance and delivering £125,000 in annual cost savings.
- Elevated creative quality across digital and e-commerce channels, strengthening overall brand perception.

Comfy Group, Wilmslow

Digital / Web Designer | February 2013 – June 2021

- Led digital and brand design across major UK consumer brands including Silentnight, Snug, Rest Assured, and Nanu.
- Delivered high-quality creative across websites, email campaigns, e-commerce, packaging, and marketing materials.

- Designed and optimised responsive websites and email campaigns, improving usability and performance.
- Produced motion graphics and video content to support integrated marketing campaigns.
- Led a company-wide brand redesign, developing visual identity systems and brand guidelines.
- Directed in-house product photography and studio shoots to support commercial campaigns.

Key achievements

- Increased website traffic by 30% and email engagement by 20% through improved UX and campaign design.
- Reduced external agency reliance by 35–40%, delivering approximately £80,000 in annual cost savings.
- Improved production efficiency by 30% and reduced content timelines by 20% through workflow optimisation.
- Strengthened brand consistency, contributing to a 15% increase in positive customer feedback.

Gaist Solutions Ltd., Skipton
Digital Designer (Freelance) | August 2010 – July 2011

- Designed intuitive user interfaces and UI elements for enterprise and public-sector applications.
- Collaborated with developers and stakeholders to deliver user-focused digital solutions.
- Contributed to the development of a shared platform for West Yorkshire Fire & Rescue Service.

Key achievements

- Improved usability and workflow efficiency through clear, user-centred interface design.
- Delivered projects on time and to specification, supporting client satisfaction and repeat work.

Buongiorno Hongkong Ltd., Gurugram, India
Graphic Designer | March 2009 – October 2009

- Designed digital and promotional assets for mobile, web, and marketing campaigns.
- Delivered targeted visual content that increased digital engagement by 25%.
- Ensured visual consistency across platforms, strengthening brand presence.

Education

MSc Computer Animation & Special Effects
University of Bradford, United Kingdom | 2010-2011

Bachelor of Journalism & Mass Communication
Guru Gobind Singh Indraprastha University, New Delhi, India | 2005-2008

Certifications

- **Adobe Certified Professional (ACP) - Photoshop** | Adobe, 2025
- **Klaviyo Product Certified** | Klaviyo
- **Klaviyo Deliverability Certified** | Klaviyo

Tools & Technologies

Creative & Brand

- Creative direction & brand strategy
- Integrated campaigns & visual storytelling

Design, Content & Production

- Adobe Creative Suite (Photoshop ACP, Illustrator, InDesign)
- Motion graphics, video & photography

Project & Team Management

- Team leadership & mentoring
- Stakeholder collaboration & workflow optimisation

E-commerce & Performance Marketing

- Amazon Brand Stores & optimisation
- E-commerce content & CRM (Klaviyo)

UI / UX & Web

- UI/UX design & prototyping (Figma, Adobe XD)
- HTML, CSS, WordPress