



Srinivasulu Manthapuram

Managing Director & CEO

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Hyderabad, Telangana, India

Professional Summary

Dynamic Graphic Designer with over 15 years of extensive experience across branding, visual storytelling, and digital campaigns. Currently serving as Founder & CEO of DotBrand Advertising Pvt. Ltd., successfully establishing a 360° creative agency and fostering partnerships with high-growth clients.

Specialised in high-impact design for both print and digital platforms, with proven ability to enhance brand engagement. Eager to leverage unique skills and a creative vision to contribute significantly to future design projects.

Professional Experience

Founder & CEO

DotBrand Advertising Pvt. Ltd
Banjarahills, Hyderabad
Oct 2020 – Present

- Established and scaled a 360° creative agency catering to clients in real estate, education, lifestyle, corporate, FMCG, and healthcare.
- Directed brand strategy, creative execution, and digital campaigns for high-growth clients.
- Forged long-term partnerships with leading companies, NRIs, and real estate developers.
- Specialised in international-standard branding, social media, and lead-generation campaigns.

Art Director

Brandex Mediacom Pvt Ltd
Madhapur, Hyderabad
Jun 2018 – Sep 2020

- Spearheaded branding projects across real estate, retail, and lifestyle industries.
- Oversaw concept-to-execution design workflows, ensuring brand consistency.
- Collaborated with client leadership teams to develop visual identities and campaigns.
- Delivered high-impact advertising assets for both print and digital platforms.

Team Lead

Karan Concepts
Banjarahills, Hyderabad
Mar 2016 – May 2018

- Led brand identity and political campaign design initiatives.
- Formulated campaign strategies for political leaders, corporates, and social initiatives.
- Managed a creative team to deliver innovative design solutions under tight deadlines.
- Played a pivotal role in strengthening corporate and political branding efforts.

Graphic Designer

Sakshi TV
Banjarahills, Hyderabad
Jan 2009 – Feb 2016

- Designed channel graphics, broadcast visuals, and motion graphics for one of India's leading news networks.
- Supported election campaigns, news events, and TV shows with creative design.
- Acquired expertise in visual storytelling, typography, and motion design.
- Contributed to Sakshi TV's brand recall and viewer engagement through impactful visuals.

Education

2025 – Present

Jawaharlal Nehru Architecture
and Fine Arts University
Hyderabad | Telangana.

Master of Fine Arts (MFA), Applied Art

- Focus on advanced advertising design, communication strategies, branding, campaign planning, media management, and consumer psychology.
- Developing expertise in integrating traditional and digital platforms, conceptual development, and applied research in communication design.

2011 – 2015

Jawaharlal Nehru Architecture
and Fine Arts University
Hyderabad | Telangana.

Bachelor of Fine Arts (BFA), Applied Art

- Foundation in visual communication, graphic design, illustration, typography, photography, and advertising principles.
- Trained in design thinking, creative problem-solving, and visual aesthetics, with hands-on exposure to industry-standard design tools.

2002 – 2005

CBM Degree College
Kalwakurthy | Telangana.

Bachelor of Commerce, B.Com Computers

- Studied Accounting, Economics, Business Management, and Computer Applications.
- Gained skills in programming, database management, and IT-driven business solutions.
- Built a strong foundation in commerce with technical problem-solving expertise.

2000 – 2002

Don Bosco Junior College
Chandur | Telangana.

Board of Intermediate, CEC

- Studied core subjects: Civics, Economics, and Commerce.
- Built foundational knowledge of business, trade, and governance.
- Developed analytical and decision-making skills relevant to commerce and administration.

1990 – 2000

St. Gaitan's High School
Brahmanapally | Telangana.

Board of Secondary Education, SSC

- Completed secondary education with focus on core subjects: Mathematics, Science, and Languages.
- Built a strong academic foundation, problem-solving ability, and communication skills.

Key Highlights & Achievements	Software Skills
<ul style="list-style-type: none">• Founder of DotBrand Advertising Pvt Ltd scaled it into a reputed creative agency with 40% YoY growth.• 200+ Campaigns Delivered – spanning real estate, FMCG, political, education, retail, and corporate sectors.• Leadership – managed & mentored 15+ designers, strategists, and digital marketers.• Global-Ready Expertise – positioned Indian brands for international recognition.• Creative Direction – mastered storytelling through design, digital, and advertising.• Client Retention – achieved 95%+ client satisfaction through trust, consistency, and innovation.	<ul style="list-style-type: none">• Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro• CorelDRAW: Layout & vector design• Filmora: Video editing & motion graphics• 3D/Animation: 3Ds Max & Maya• Canva: Quick design & social media creatives• Microsoft Office Suite: PowerPoint, Word, Excel
<h3>AI Tools used</h3> <ul style="list-style-type: none">• Freepik AI, Gamma AI, Readdy AI, Lovable AI, ChatGPT, Canva AI, Gemini AI and Perplexity AI – for content generation, design enhancement, and creative ideation.	<h3>Key Skills Acquired</h3> <ul style="list-style-type: none">• Advertising & Branding Strategy• Visual Communication & Storytelling• Graphic Design & Illustration• Typography & Layout Design• Campaign Planning & Execution• Digital & Traditional Media Design• Communication Design Research• Creative Direction & Team Collaboration• Software Proficiency• Client Presentation & Pitching Skills

Throughout my career, I've been privileged to work with visionary clients who understand the power of strategic creativity. I believe that exceptional advertising is not just about beautiful designs - it's about creating meaningful connections between brands and their audiences that drive measurable business results. I look forward to the possibility of partnering with your organization to create advertising that not only captures attention but catalyzes growth.