

# TUSHAR CHAND

Team Lead — Marketing & Design | Brand | Creative Strategy | AI-Enabled Workflows

Pune, Maharashtra • +91 97648 73830 • [chandtushar04@gmail.com](mailto:chandtushar04@gmail.com)

[linkedin.com/in/tushar-chand](https://www.linkedin.com/in/tushar-chand) • [medium.com/@chandtushar04](https://medium.com/@chandtushar04)

## PROFESSIONAL SUMMARY

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Marketing and creative leader with 7+ years across branding, design operations, and digital analytics. Currently leading the Design & Media Solutions team at METRO Global Solution Centre, driving creative strategy across multiple countries and pioneering AI-enabled workflows. Previously built end-to-end measurement frameworks at Barclays and scaled METRO GSC's brand from the ground up.

## PROFESSIONAL EXPERIENCE

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### Team Lead — Marketing & Design

Feb 2026 – Present

METRO Global Solution Centre | Pune, India

- Lead the Design & Media Solutions team, delivering creative strategy and execution for METRO countries and business entities.
- Develop integrated marketing assets across digital, print, social media, and presentation formats.
- Leverage AI and automation to streamline creative workflows and enhance productivity.
- Collaborate with global stakeholders to deliver scalable, brand-consistent campaigns.
- Manage end-to-end project delivery while mentoring team members and driving innovation.

### Technical Delivery Manager — Chief Data and Analytics Office

Jan 2025 – Present

Barclays | Pune, India

*In addition to my previous job role*

- Managed the delivery, resource allocation and improvement of technical project capabilities.
- Oversight of change requests and the mitigation of risks associated with them.

### Lead Marketing Analyst — Chief Data and Analytics Office

Apr 2023 – Dec 2024

Barclays | Pune, India

- Measured user interactions across all digital touchpoints by implementing data tagging solutions for 80+ user engagement pathways.
- Enabled strategic decision-making by collaborating with the Analytics team on data segmentation and stitching to build comprehensive flow reports.
- Increased marketing spend effectiveness by implementing 30+ Google Floodlight and Meta Pixels that boosted precision in attribution modelling.

### Project Manager — Branding & Communications | Design & Media Solutions

Dec 2022 – Mar 2023

METRO Global Solution Centre | Pune, India

*In addition to my previous job role*

- Led cross-functional teams in the development and implementation of complex design solutions, achieving a 95% on-time project delivery rate and 20% improvement in client satisfaction scores.

### Consultant — Branding & Communications | Design & Media Solutions

Jun 2020 – Dec 2022

METRO Global Solution Centre | Pune, India

*In addition to my previous job role*

- Launched the firm's new identity through a robust rebranding campaign that achieved a 30% boost in website traffic in the first quarter.
- Addressed the needs of 15 key client accounts through end-to-end project management of 20+ internal and external 360-degree campaigns.
- Improved LinkedIn engagement rate from 1.9% to 3.8% for FY 2021 by incorporating data-based insights and robust campaign management.

### Associate — Branding & Communications

Jun 2019 – Jun 2020

METRO Global Solution Centre | Pune, India

- Grew LinkedIn follower base by more than 400% over 3 years by formulating and implementing social media growth strategy.

- Improved internal engagement by 40% in 2 years through corporate communication strategy involving videos, emailers, print collaterals, and the corporate newsletter — METRO Buzz.

## INTERNSHIPS

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### Social Media — Salty Soul Surf Shack

Mar 2023 – Apr 2023

Goa, India

- Established Google Business presence and managed Facebook and Instagram profiles.

### Public Relations & Influencer Marketing — RocoMamas

Mar 2023 – Apr 2023

Goa, India

- Gained 1M+ impressions on Instagram by leading 5+ campaigns with Goa's top influencers.

### Marketing — Uber Eats

Apr 2018 – May 2018

Pune, India

- Increased brand visibility by implementing restaurant branding strategy, acquiring new marketing collaterals, and managing BTL activities and sponsored events.

### Event Management — Jyoti Travels

Jul 2017 – Jan 2019

Bangalore, India

- Managed external stakeholders and event coordination for key client Invisalign.

## SKILLS & TOOLS

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**Creative & Design:** Canva, Adobe Photoshop, Adobe Workfront, Creative Strategy, Brand Systems, Visual Storytelling

**Analytics & MarTech:** Adobe Analytics, Google Analytics, Tealium, Google Floodlight, Meta Pixels, Attribution Modelling

**Leadership & Delivery:** Team Leadership, Stakeholder Management, Project Management, Mentoring, Cross-Functional Collaboration

**AI:** Google Nano Banana, Google Flow, Google Veo, Higgsfield, Claude Cowork, Claude Connect

## EDUCATION

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### BBA (Hons.) in Marketing — Christ University, Bangalore

2017 – 2019

GPA: 3.4 / 4.0

### ISC (Science) — The Bishop's School, Pune

2016

90%

## CERTIFICATIONS

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- **Google Digital Marketing & E-commerce Professional Certificate — Google (2025)**
- **Medallia Customer Experience Professional Certification — Medallia (2024)**
- **Viral Marketing and How to Craft Contagious Content — University of Pennsylvania, The Lauder Institute (2019)**
- Generative AI for Growth Marketing — Coursera (2025)
- Generative AI: Prompt Engineering Basics — Coursera (2025)
- Midjourney: Generative AI for Creatives — Skillshare (2025)
- Claude 101 & Claude Code 101 — Anthropic (2026)
- Master Digital Marketing — LinkedIn (2023)

## VOLUNTEER EXPERIENCE

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- Football Coach — Maharashtra Fellowship for the Deaf (Sept 2019 – Present).
- Brand Awareness Intern — ENSYDE, an NGO promoting sustainability (Feb 2018).