

farry
vaiz

E X P E R I E N C E

Portfolio

PETER FARRY VAIZ

Master of Science in Digital Marketing
Oxford Brookes University

PERSONAL SUMMARY

Creative & Digital Content Specialist with 5+ years of experience delivering high-impact digital marketing, content production, and brand communication across events, education programs, and multi-industry clients.



ABOUT ME

EMPLOYMENT HISTORY

CREATIVE MARKETING MANAGER
R.K.IPR MANAGEMENT PVT LTD

CREATIVE MARKETING CONSULTANT
EVEN FLOW PRODUCTION

AREAS OF FOCUS

Strategy & Execution: Content strategy, campaign planning, SEO, end-to-end execution

Paid Media & Performance: Meta, Google & LinkedIn Ads, KPI tracking, analytics, optimisation

Social, Community & Influencers: LinkedIn, Instagram, Facebook, influencer collaborations

Creative & Branding: Visual content, brand systems, Adobe CC, Affinity, Canva

AI & Automation: AI-assisted content creation and workflow/process optimisation



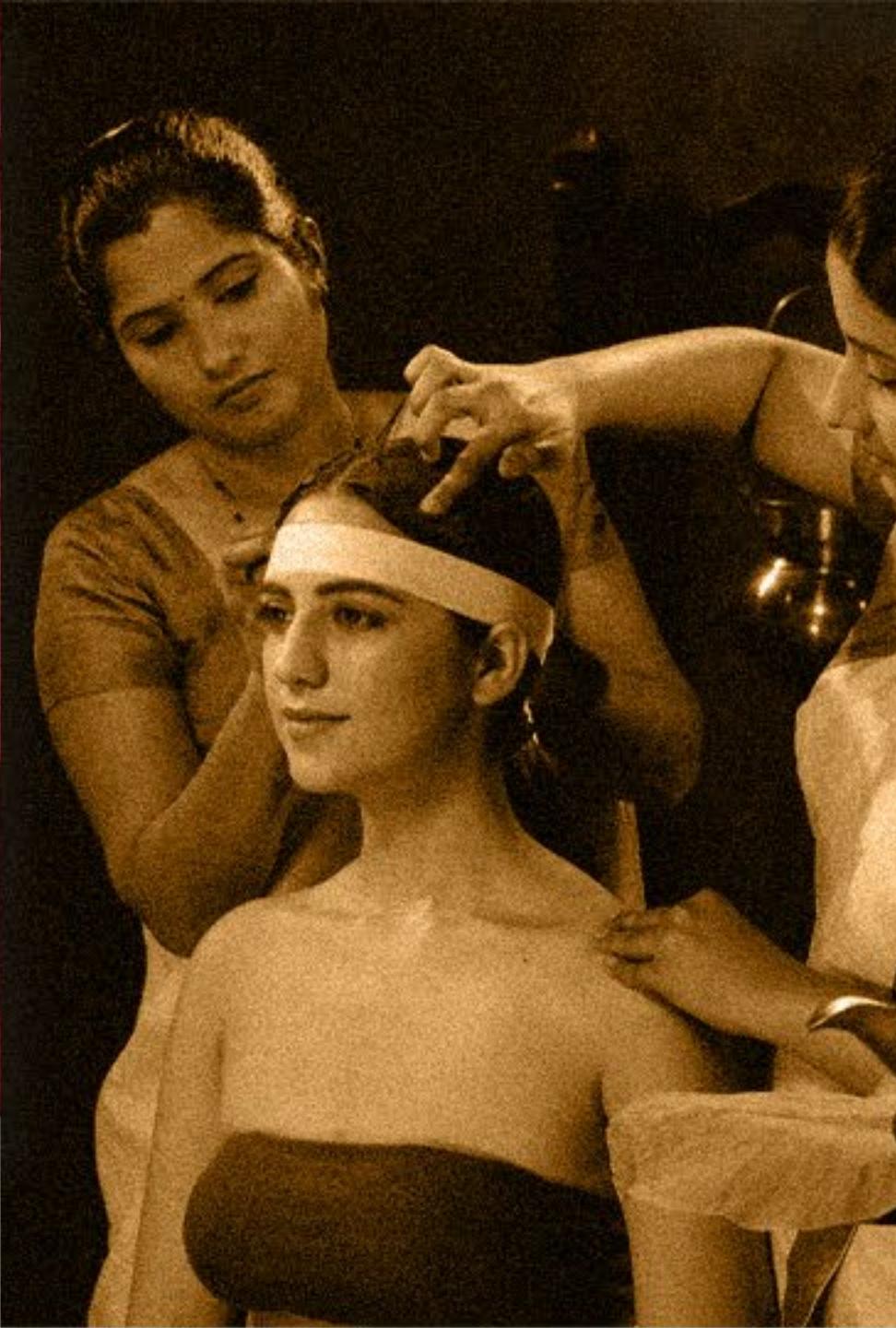
A.R. RAHMAN LIVE IN CONCERT (2025)

End-to-end digital marketing and creative execution for a large-scale live concert, driving high-reach campaigns and a complete sell-out.



VISION THREAD

A purpose-led art education initiative for municipal school students, delivered in collaboration with cultural institutions and sponsors.



SHANTA AYURVEDA HOSPITAL

Paid media strategy and creative delivery for a healthcare brand, focused on lead generation, credibility, and long-term visibility.



R.K. LAXMAN MUSEUM

Creative and digital contributions for a nationally significant cultural institution, including museum inauguration collaterals, official website design, and large-scale digitisation of archival artwork.



BRANDING & IDENTITY

Creative development of distinctive brand identities and visual systems for clients, including logo design, typography, colour palettes, and applied branding across mockups and collateral.

SELECTED PROJECTS

Selected work showcasing approach, execution, and outcomes.



ROLE: CREATIVE & DIGITAL MARKETING MANAGER

COMPANY: R.K. IPR MANAGEMENT PVT. LTD.

LOCATION: PUNE, INDIA

A R RAHMAN

Pune's Biggest Ever Event

LIVE

GOAL

Drive large-scale online ticket sales and achieve a sold-out premium live event.



KEY RESPONSIBILITIES

I led strategy and execution across digital, creative, PR, influencers, and partnerships.

CREATIVE & PERFORMANCE MARKETING:

- Digital ad creatives
- Print creatives (posters, hoardings, standees)

META ADS:

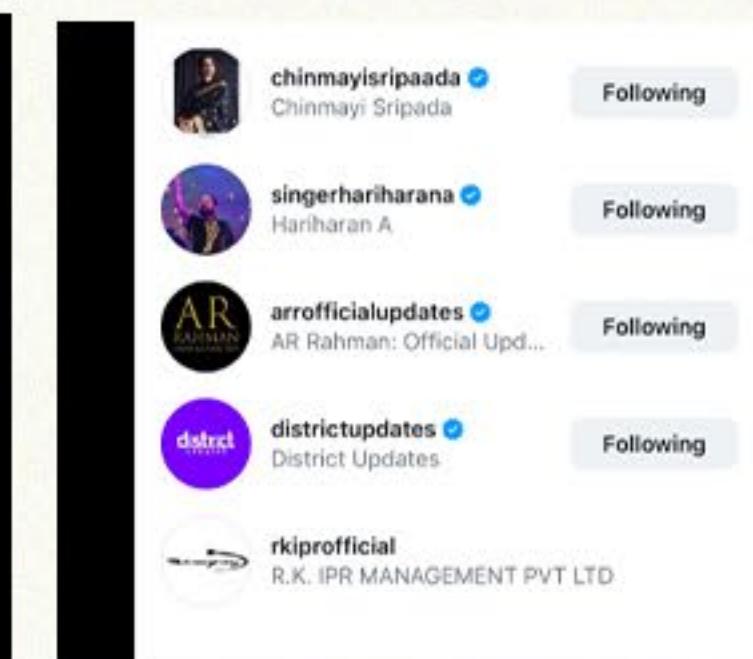
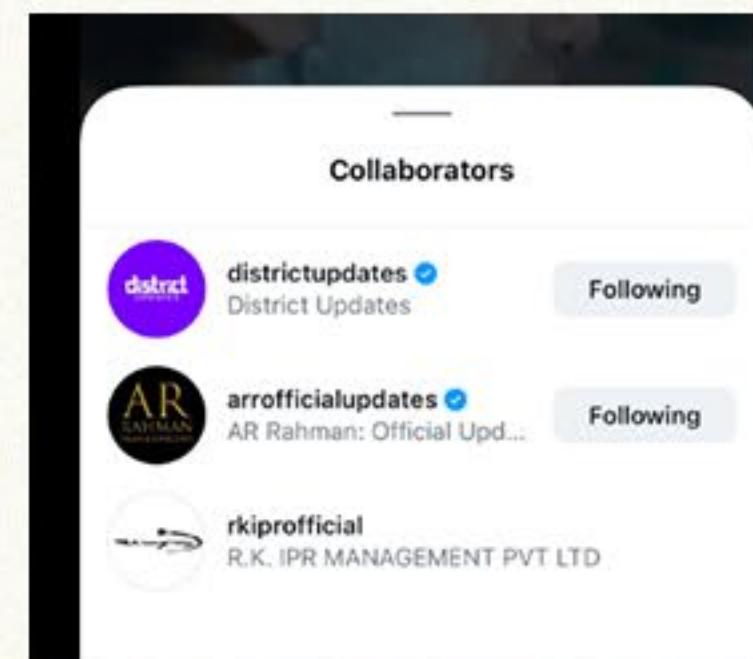
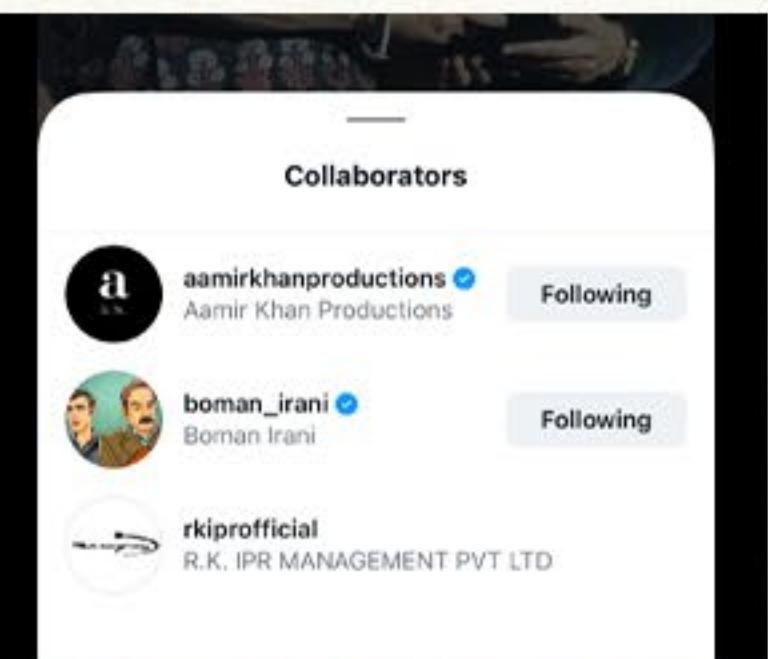
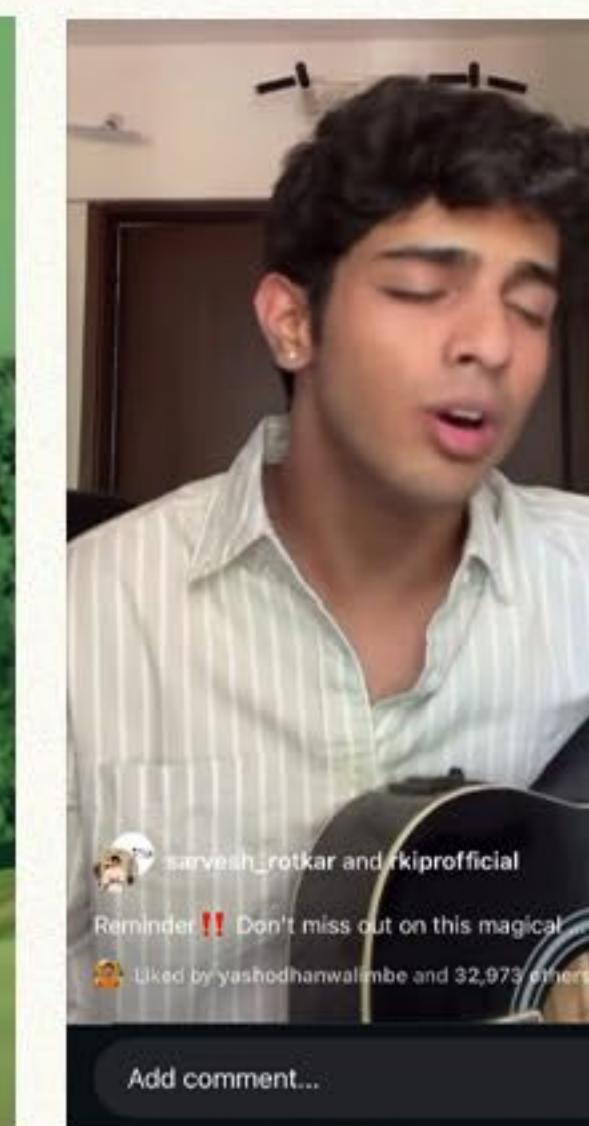
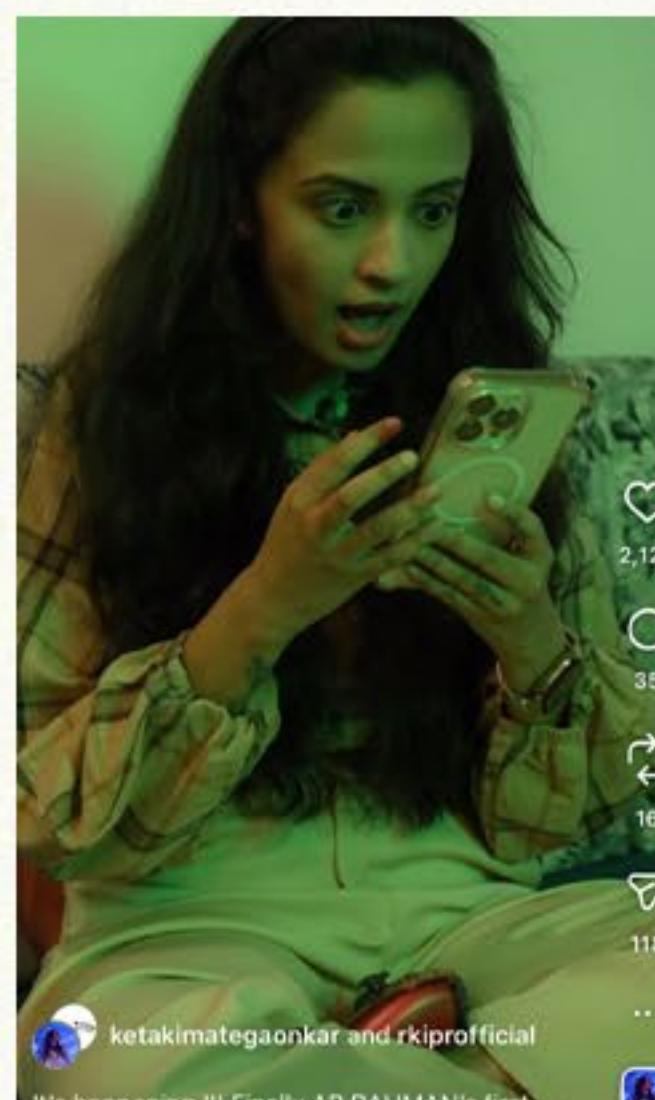
- Campaign strategy
- Budget allocation
- Performance optimisation

Aamir Khan honoured with R.K. Laxman Award for Excellence



Pune : The A.R. Rahman Live Concert and the inaugural R.K. Laxman Award for Excellence held yesterday at the MCA Cricket Stadium, Gahunie, con-

R.K. Laxman. The evening featured stellar performances by A.R. Rahman, along with Hariharan, Chinmayi, Sukhwinder Singh, Dhanush and



PARTNERSHIPS, PR & STAKEHOLDER MANAGEMENT

- Managed 50+ influencer collaborations
- Coordinated newspaper & media PR
- Handled 10 sponsor partnerships, including:
- Collaboration posts
- Aligned brand messaging



R.K. LAXMAN AWARD DESIGN

Role: Creative Lead & Designer

- Conceptualised and designed the R.K. Laxman Award
- Design **inspired by a peepal leaf motif, referencing sketches R.K. Laxman created in his childhood.**
- Translated this personal artistic element into a formal, contemporary award design
- Led design approval and final production coordination

Presented to: Aamir Khan | By: Boman Irani

Event: A.R.Rahman Live Concert, Pune



A.R.RAHMAN

HARIHARAN

CHINMAYI

NEETI MOHAN

SUKHWINDER SINGH

DHANUSH

I led strategy and execution across digital, creative, PR, influencers, and partnerships.

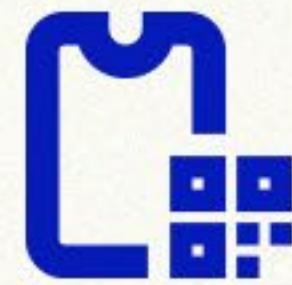
CHALLENGES

- Very high expectations due to artist stature
- Short timeline for a large-scale event
- Premium pricing with volume targets
- Multiple sponsors & stakeholders

STRATEGY

- Made digital the primary sales engine
- Focused spend and optimisation on Meta
- Maintained strong creative consistency across:
 - Digital
 - Print
 - PR
 - Influencers
- Used influencers for trust + momentum, not just reach

RESULTS



30,000+
tickets sold online



95% of total ticket
sales via digital



40M+ impressions



Rs. 0.36 cost per
landing page view
(top-performing campaign)



40+ media articles



100%
Sold Out Event

OUTCOME

A fully sold-out AR Rahman concert, driven primarily by digital marketing, delivered at scale within 5 months.

KEY LEARNINGS

- Focused platforms outperform scattered budgets
- Digital + PR together drive performance and trust
- Clear ownership is critical in high-pressure, multi-stakeholder projects

NOTE:

Ad dashboards and creatives not publicly shared due to confidentiality.



ROLE: PROJECT MANAGER & CREATIVE LEAD

COMPANY: R.K. LAXMAN FOUNDATION

AUDIENCE: 2,000+ STUDENTS FROM PMC SCHOOLS



GOAL

Make art education accessible to underprivileged school students through hands-on creative engagement and public cultural platforms.



OWNERSHIP AREAS

I worked closely with the R.K. Laxman Foundation and SBI Foundation, managing both execution, documentation, and creative delivery of the program.

- End-to-end project coordination
- Creative design & print collateral
- Monthly reporting and documentation for the sponsor
- Sponsor and foundation alignment
- On-ground event execution at the museum



COFFEE TABLE BOOK

PURPOSE

Document and preserve student artworks created during the program

ROLE

- Led concept, curation, and design
- Structured content and visual narrative
- Prepared layouts for print production

OUTCOME

- A professionally produced coffee table book
- Used for sponsor reporting, institutional archives, and public showcases

PURPOSE

Document and preserve student artworks created during the program

MY ROLE

- Conceptualised the film, defining the narrative and structure
- Edited the film, shaping the final storytelling and pacing
- Worked with stakeholders to ensure accuracy, sensitivity, and alignment

OUTCOME

A documentary-style film used for:

- Sponsor presentations
- Community and museum events
- Digital communication and archival records

DOCUMENTARY FILM



WATCH

(Click here to watch "Canvas of Dreams" on YouTube)



DIGITAL PRESENCE

Vision Thread | Social Media

- Program communication & visibility
- Community engagement
- Sponsor-aligned messaging



VISION THREAD CORE TEAM

A PROJECT DRIVEN BY PURPOSE

Vision Thread was never a commercially driven project.

From the beginning, we knew it would not be financially viable.

We chose to do it anyway – as a tribute to R.K. Laxman, and to ensure that art, creativity, and cultural expression remained accessible to students who needed it most.

This commitment to purpose-led work became the foundation for future initiatives, including:

- Expression Lab
- Sparkling Minds (ongoing)

Vision Thread marked the start of a long-term cultural and educational journey, not just a single program.



ROLE: DIGITAL MARKETING SPECIALIST

COMPANY: SHANTA AYURVEDA HOSPITAL

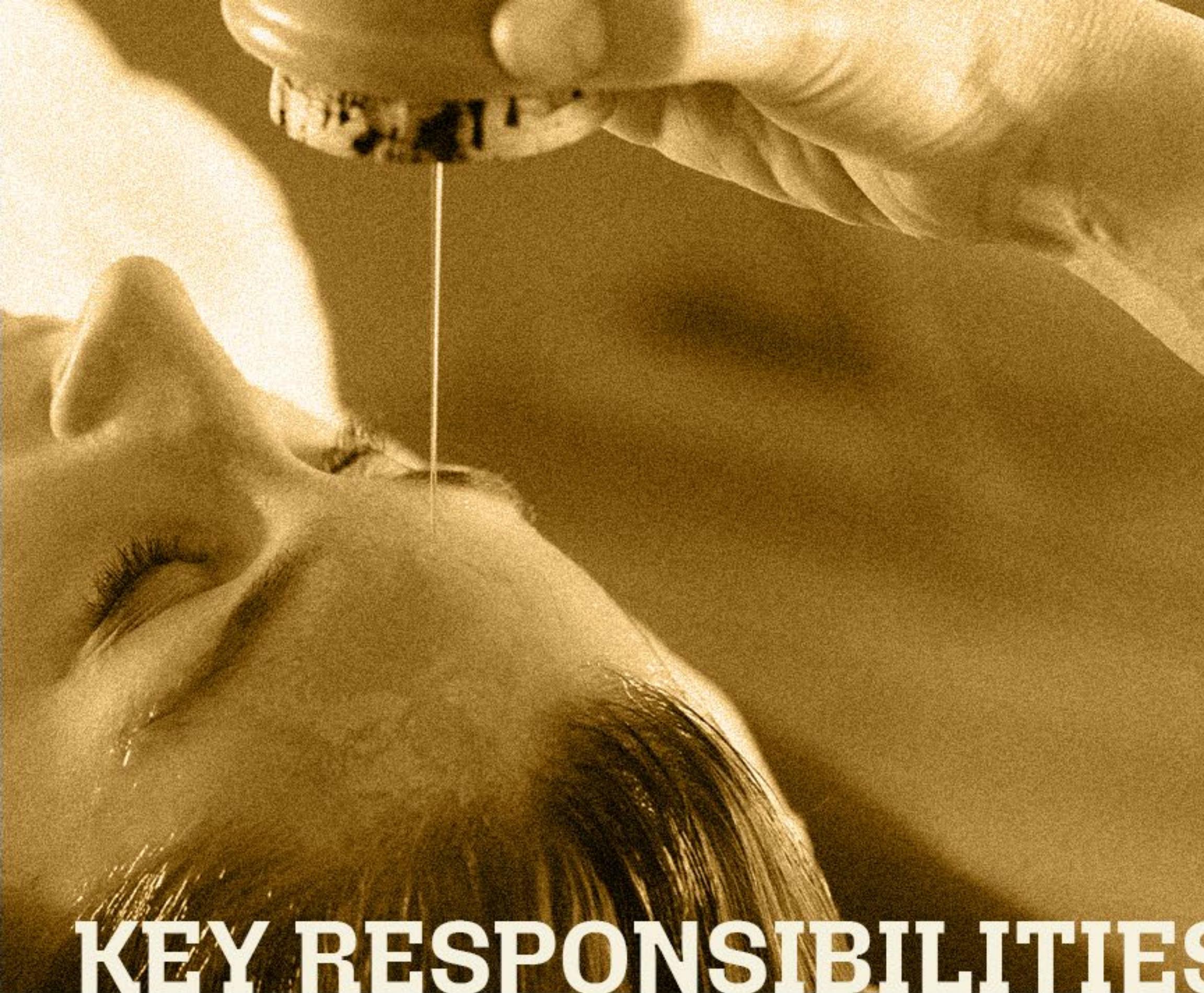
ENGAGEMENT: PAID MEDIA & CREATIVE DELIVERY PARTNER



SHANTA
AYURVEDA
HOLISTIC HEALING

GOAL

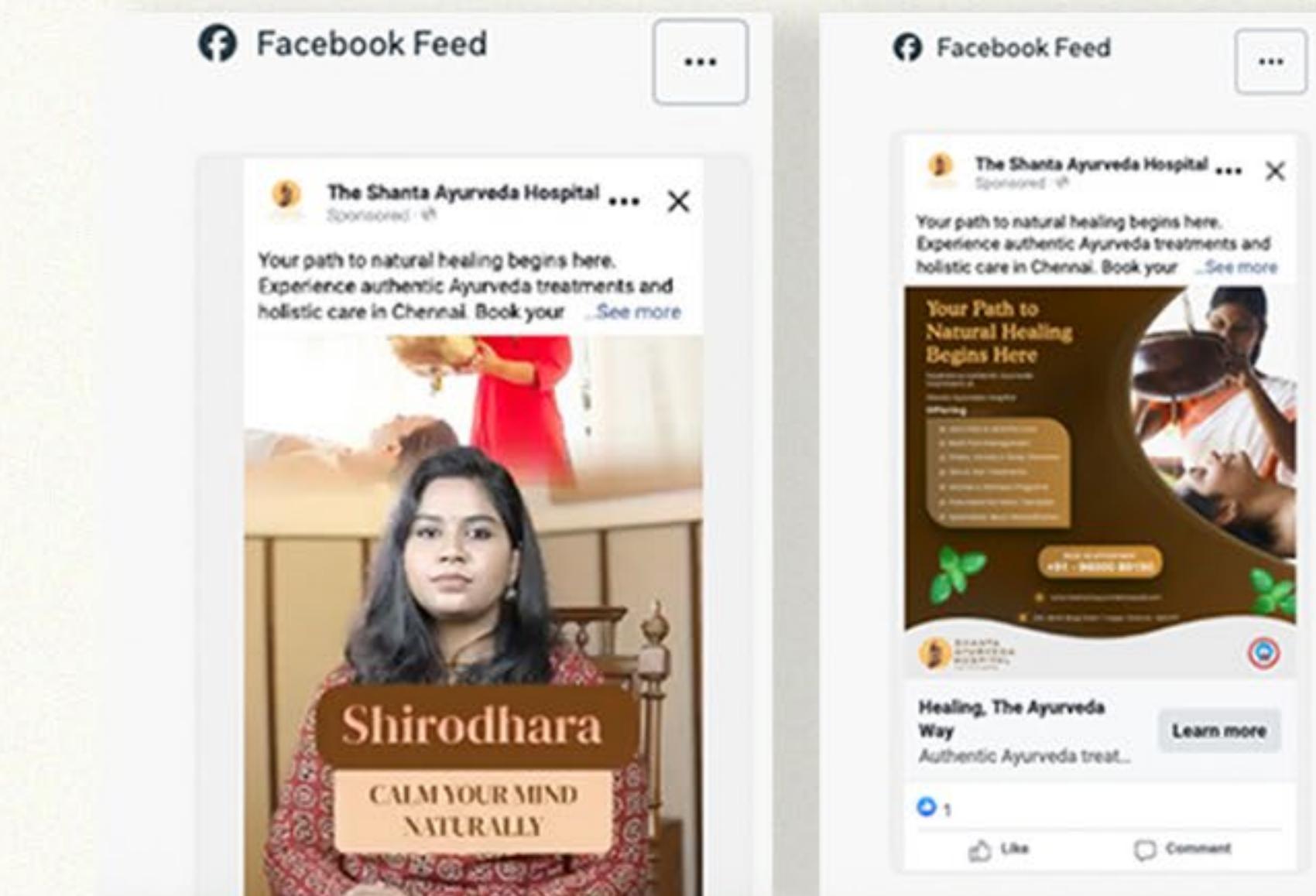
Drive qualified patient leads through paid advertising, supported by strong, consistent creative assets across digital and print.



KEY RESPONSIBILITIES

- Paid media strategy & optimisation
- Creative direction for ad campaigns
- Design delivery for digital & offline promotions
- SEO execution (organic)

- [Chennai's Top Ayurveda Care | Heal Naturally With Ayurveda | Ayurveda For Modern Living +12 more theshantaayurvedahospital.com/ayurvedic/hosp...](#)
Restore Balance With Authentic Ayurvedic Care. Personalized Treatments For Lasting Relief....
[View assets details](#) · [Preview ads](#)
- [Chennai's Top Ayurveda Care | Heal Naturally With Ayurveda | Ayurveda For Modern Living +12 more theshantaayurvedahospital.com/ayurvedic/hosp...](#)
Restore Balance With Authentic Ayurvedic Care. Personalized Treatments For Lasting Relief....
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- [Ayurveda Hospital | Top Ayurvedic Doctors Near You | Ayurvedic Massage Therapy +12 more theshantaayurvedahospital.com/ayurveda/hosp...](#)
Experience Authentic Healing at our Trusted Ayurveda Hospital. Relax and Rejuvenate with...
[View assets details](#) · [Preview ads](#)



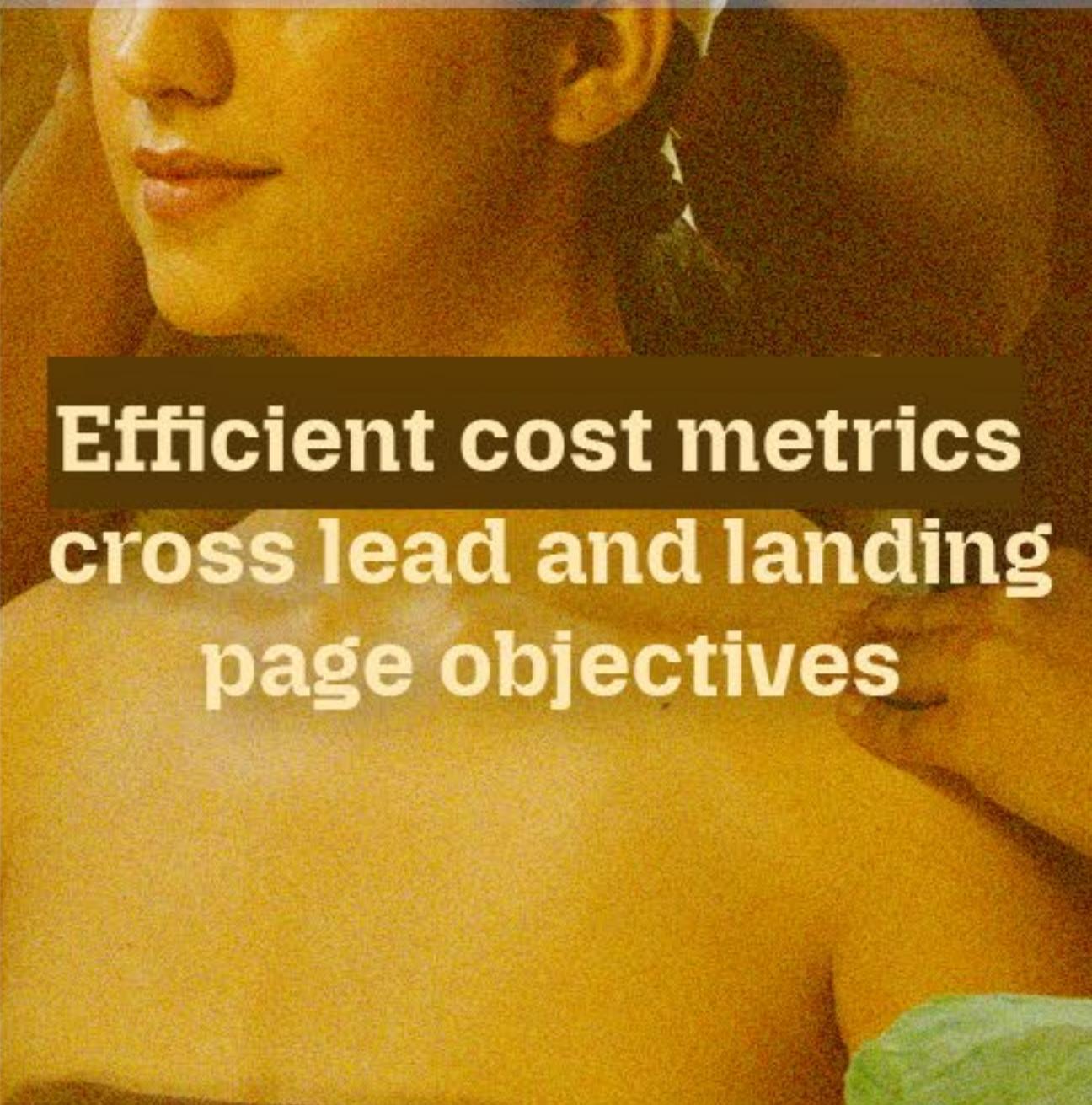
NOTE: SOCIAL MEDIA ACCOUNT MANAGEMENT WAS HANDLED INTERNALLY BY THE CLIENT.



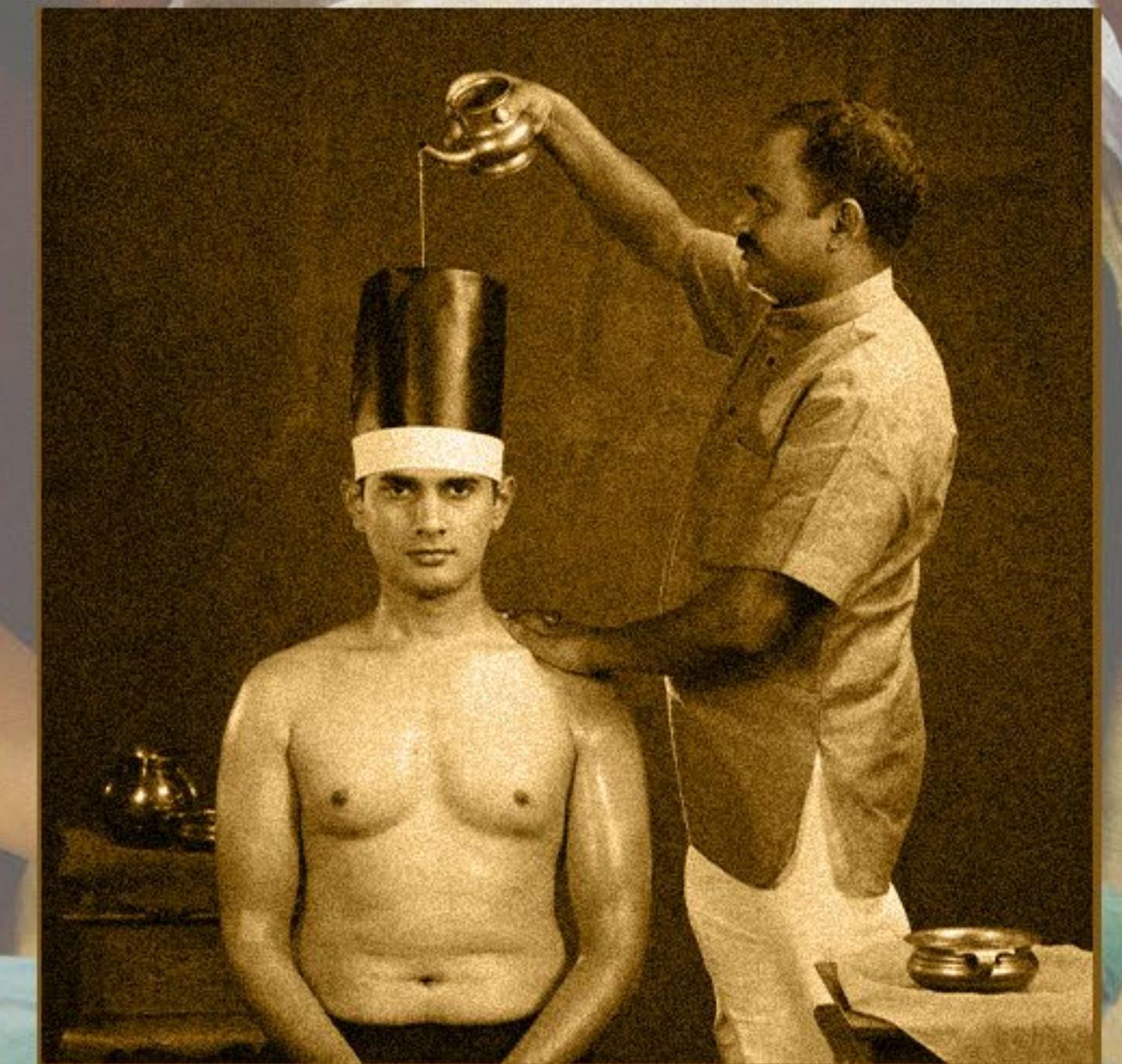
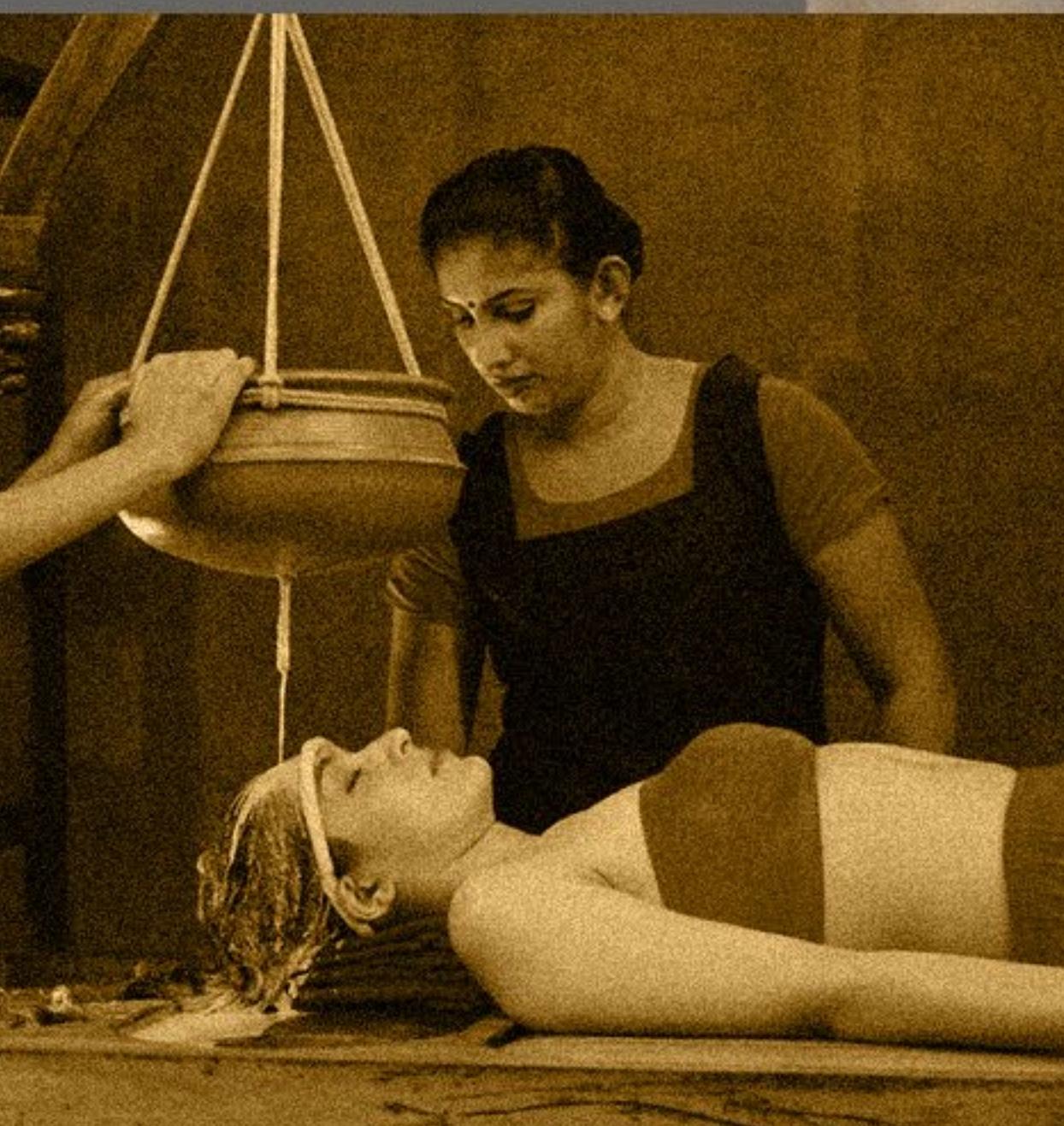
1000+ LEADS

high-intent leads
generated in
3 months

**Strong performance
across healthcare
campaigns**

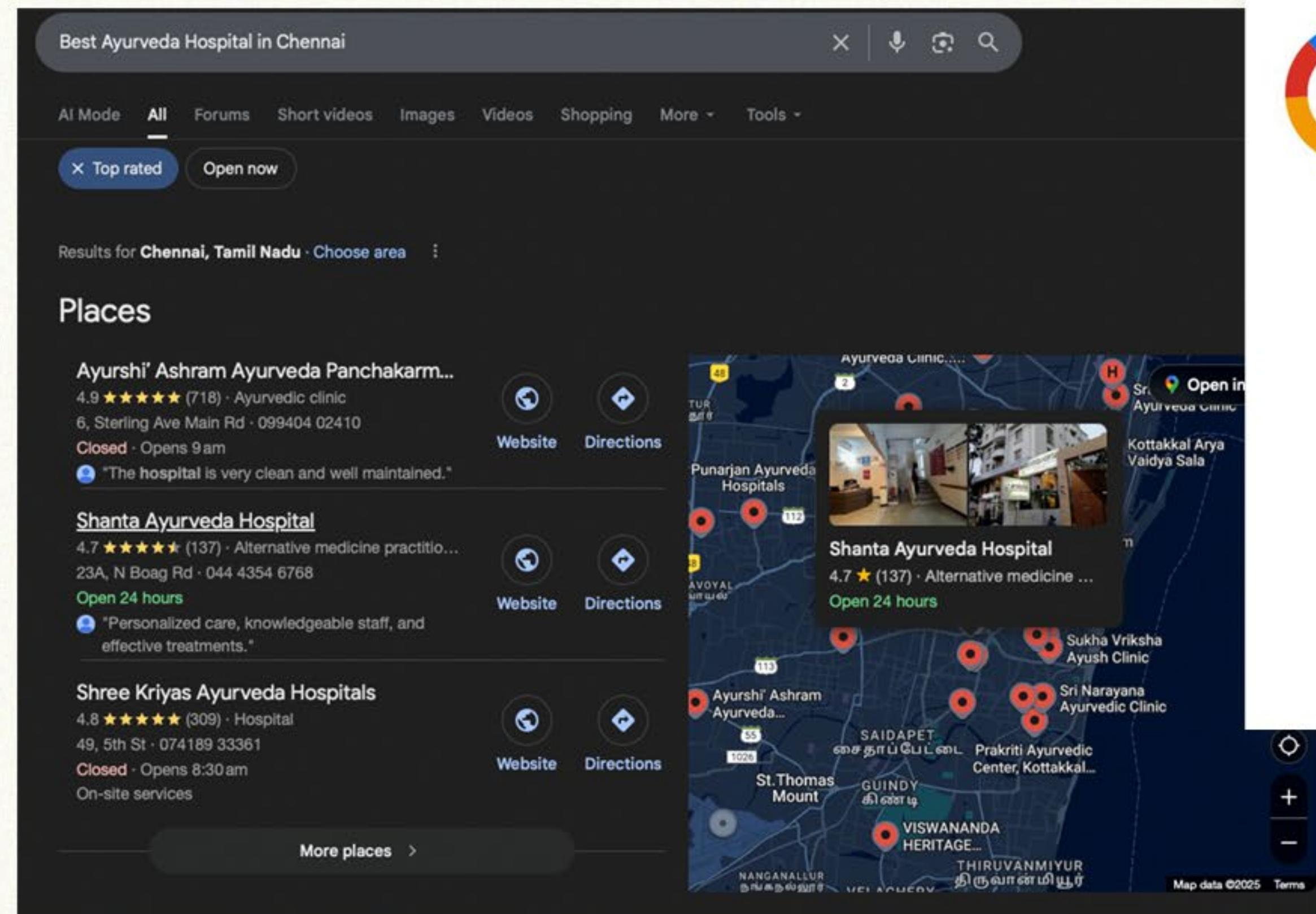


**Efficient cost metrics
cross lead and landing
page objectives**



On-page and content-focused SEO execution Achieved ranking for:

“Best Ayurveda Hospital in Chennai”



Best Ayurveda Hospital in Chennai

AI Mode All Forums Short videos Images Videos Shopping More Tools

Top rated Open now

Results for Chennai, Tamil Nadu · Choose area :

Places

Ayurshi' Ashram Ayurveda Panchakarm...
4.9 ★★★★★ (718) · Ayurvedic clinic
6, Sterling Ave Main Rd · 099404 02410
Closed · Opens 9 am
"The hospital is very clean and well maintained."

Shanta Ayurveda Hospital
4.7 ★★★★★ (137) · Alternative medicine practitio...
23A, N Boag Rd · 044 4354 6768
Open 24 hours
"Personalized care, knowledgeable staff, and effective treatments."

Shree Kriyas Ayurveda Hospitals
4.8 ★★★★★ (309) · Hospital
49, 5th St · 074189 33361
Closed · Opens 8:30 am
On-site services

More places >

Website Directions

Website Directions

Website Directions

Ayurveda Clinic....
Punarjan Ayurveda Hospitals
Shanta Ayurveda Hospital
Sukha Vriksha Ayush Clinic
Sri Narayana Ayurvedic Clinic
Ayurshi' Ashram Ayurveda...
SAIDAPET
St.Thomas Mount
GUINDY
VISWANANDA HERITAGE...
NANGANALLUR
THIRUVANMIYUR

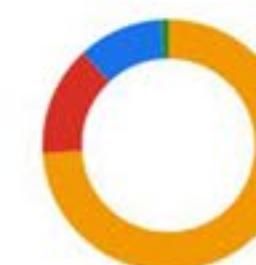
Map data ©2025 Terms

30,171

People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



22,278 · 74%

Google Search – mobile

4,272 · 14%

Google Maps – mobile

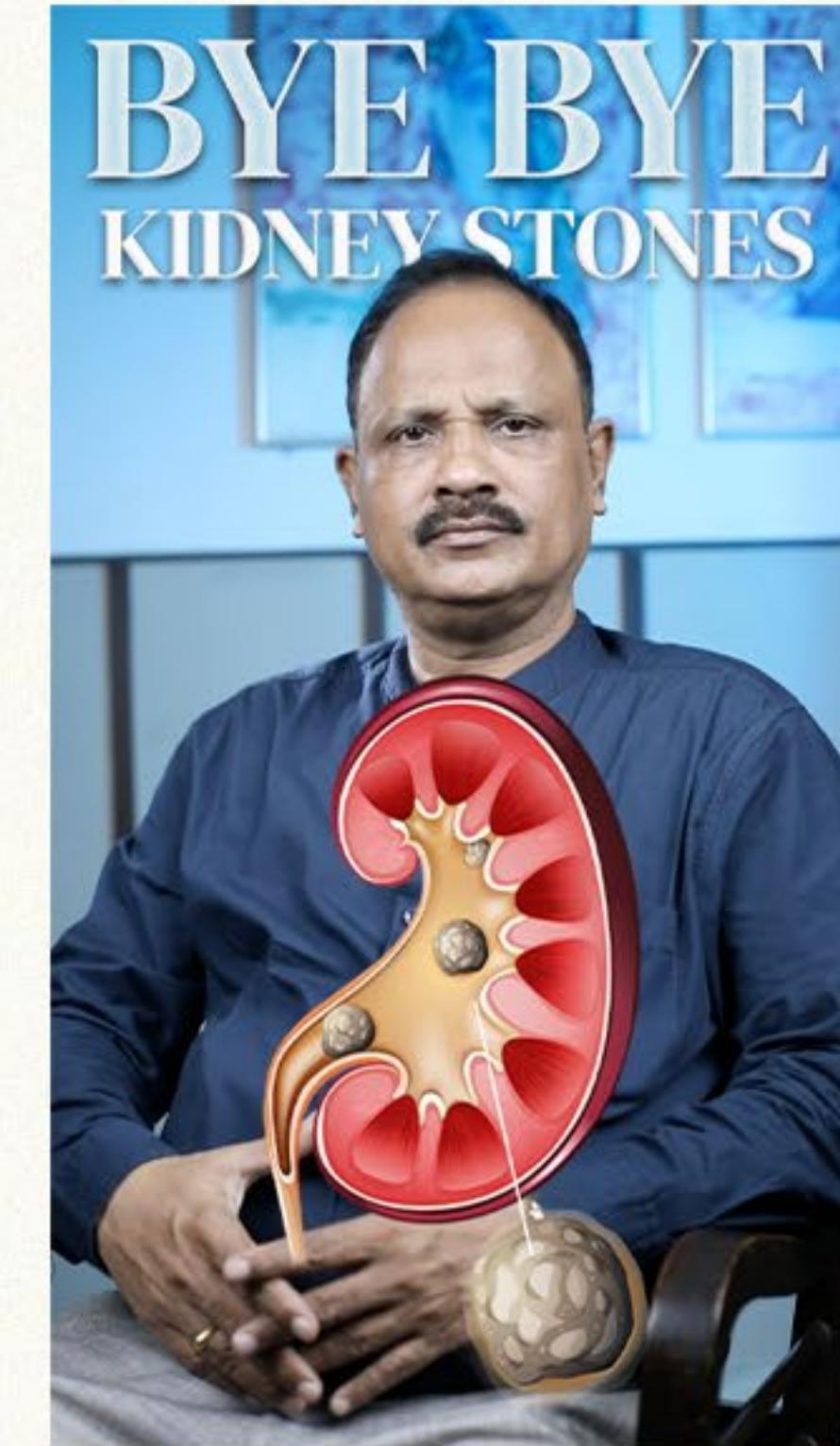
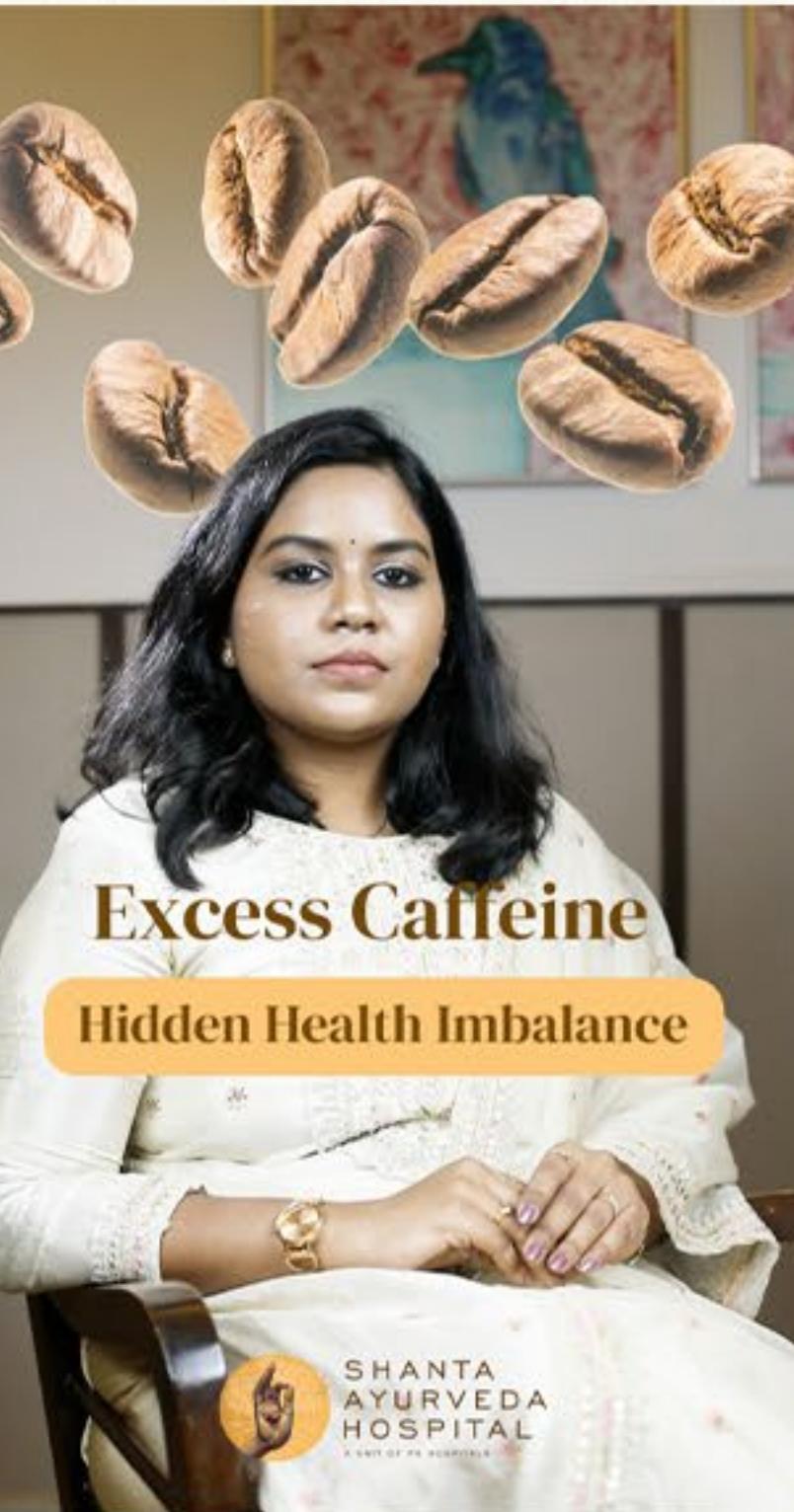
3,270 · 11%

Google Search – desktop

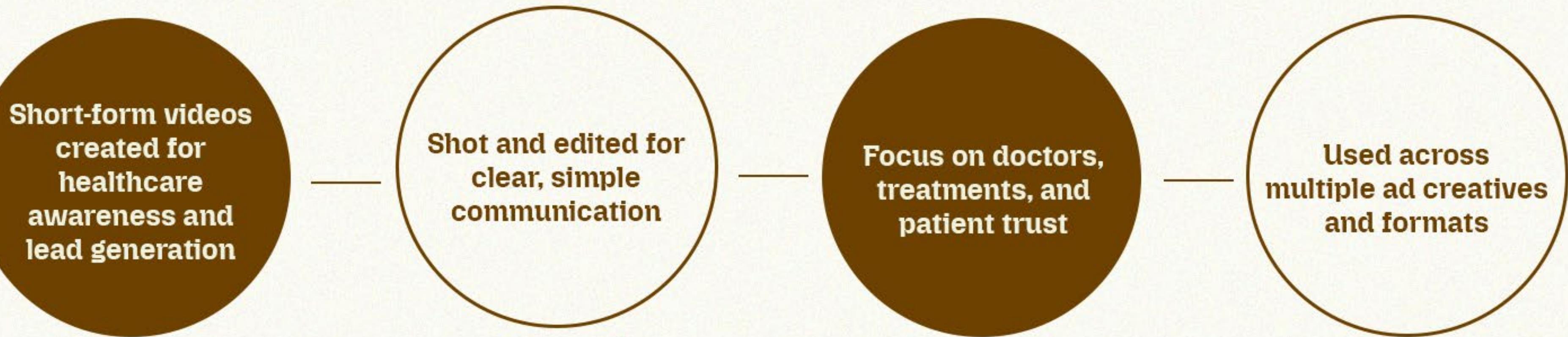
351 · 1%

Google Maps – desktop

V I D E O C O N T E N T



A D C A M P A I G N S



CREATIVE ASSETS & BRAND COLLATERALS

- Newspaper and print advertisement creatives
- Packaging design
- Marketing collaterals (posters, promotional assets)



OUTCOME

Through focused paid media strategy and high-quality creative delivery, Shanta Ayurveda Hospital saw a strong increase in patient enquiries, improved organic visibility, and consistent brand communication across channels.



SHANTA
AYURVEDA
HOLISTIC HEALING





ROLE: CREATIVE & DIGITAL MARKETING MANAGER

COMPANY: R.K. IPR MANAGEMENT PVT. LTD.

CREATIVE ASSETS & PROJECT COORDINATION

R.K.
Laxman
museum

PRIMARY OBJECTIVE

Digitize and curate over 20,000 cartoons, design physical and digital collaterals, and support the museum inauguration and website launch, ensuring a cohesive visual identity while enabling long-term engagement with visitors and online audiences.

R.K.LAXMAN MUSEUM INAGURATION

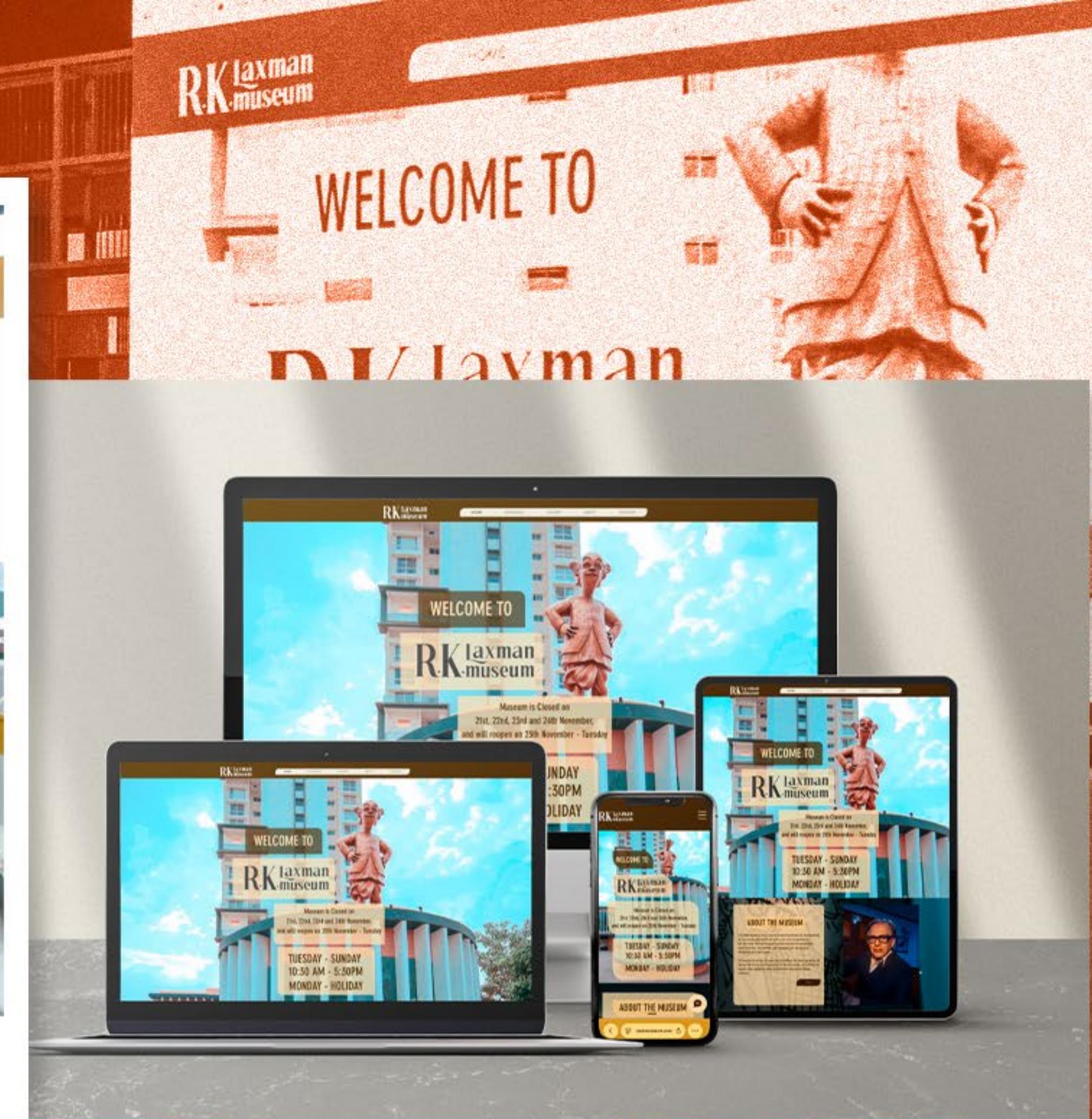
Creative collaterals designed for the official inauguration of the R.K. Laxman Museum, Pune, presented during the launch event inaugurated by the Hon'ble Prime Minister of India Narendra Modi.





R.K. LAXMAN MUSEUM WEBSITE LAUNCH

Designed the official R.K. Laxman Museum website, launched at the museum by **Shri Ajay Bhatt, Hon'ble Union Minister of State.**



WHAT I DID?

Led the digitisation and curation of 20,000+ original R.K. Laxman cartoons, transforming a vast physical archive into a structured digital collection for long-term preservation and museum use.



WHY IT MATTERED?

- Enabled seamless integration of cartoons across museum displays and digital platforms
- Preserved decades of cultural history in a scalable digital format
- Created a foundation for future exhibitions, education programs, and online access



ROLE: CREATIVE DIRECTOR

COMPANY: EVEN FLOW PRODUCTION

ENGAGEMENT TYPE: CONCEPT & BRAND IDENTITY DEVELOPMENT



PRIMARY OBJECTIVE

Build distinctive visual identities and cohesive brand systems that reflect the essence, culture, and values of each brand.



MAU & CO

Tour & Travel Brand – Egypt

BRAND CONCEPT:

Mau & Co is an Egyptian tour company blending cultural depth with modern branding, offering curated travel experiences for history lovers and adventure seekers.

BRAND IDEA:

Inspired by the ancient Egyptian word for “cat,” Mau symbolizes protection and grace, connecting travelers to Egypt’s heritage while presenting it in a friendly, approachable way.





WOBBLY BEAR

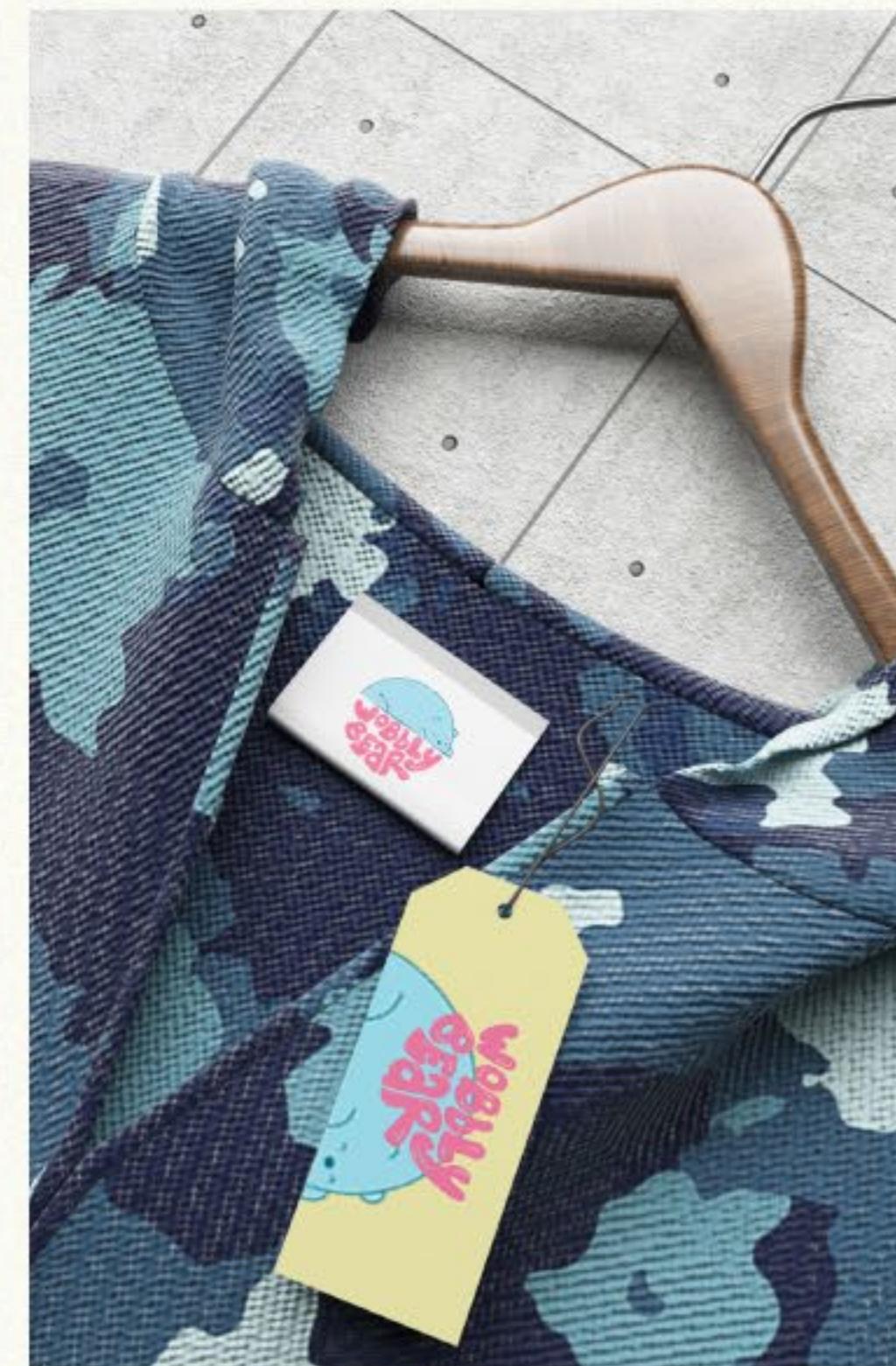
Kids Clothing Brand

BRAND CONCEPT:

A playful children's brand offering clothes, toys, and everyday essentials for little ones aged 0–5, designed to bring comfort, warmth, and joy to both kids and parents.

BRAND IDEA:

The sleeping bear in the logo represents comfort, safety, and calm—the feeling of a child being cozy, cared for, and at ease.





REEF

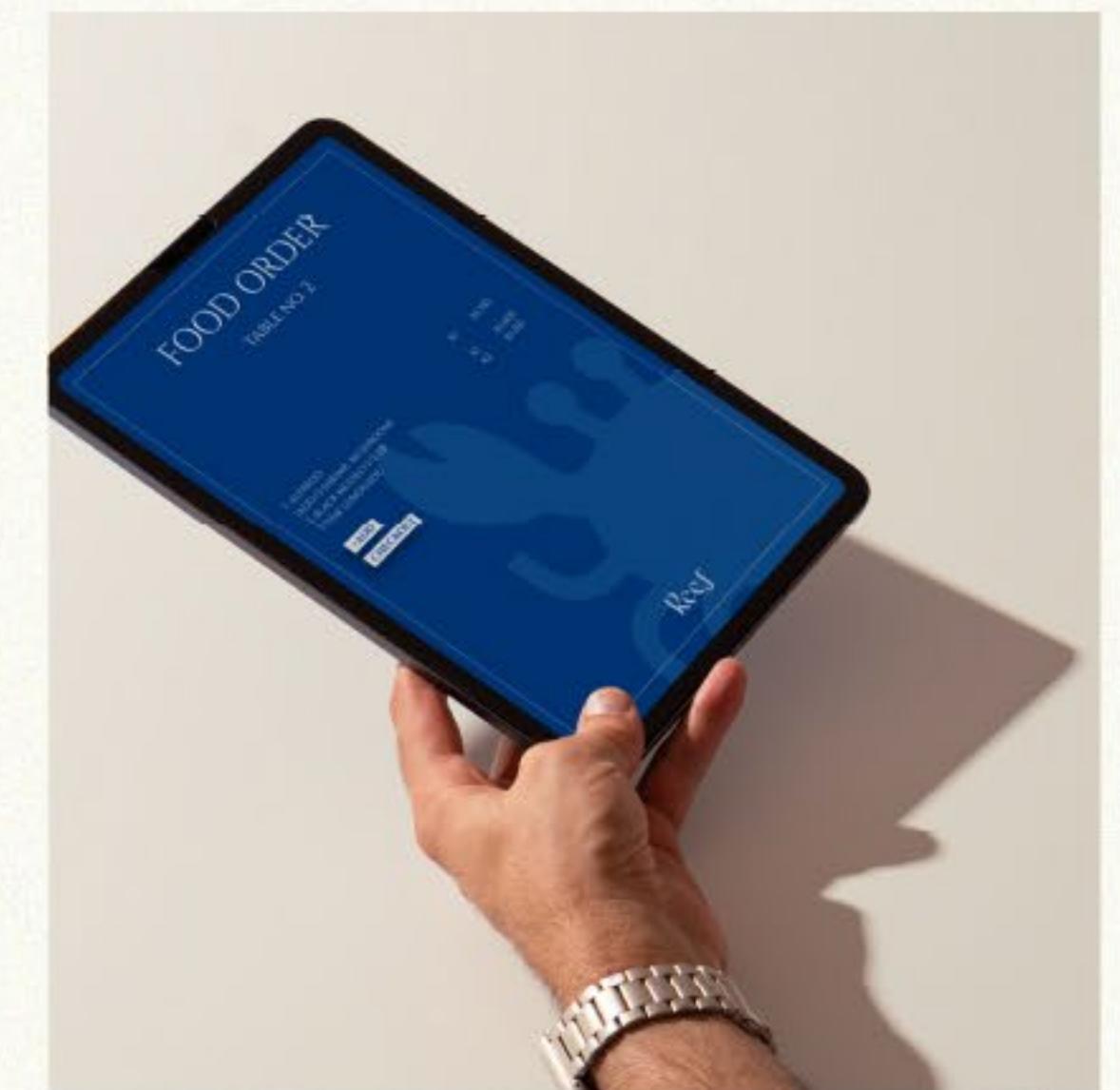
Sea Food Restaurant

BRAND CONCEPT:

Reef is a seafood restaurant brand built around freshness, simplicity, and a modern coastal identity.aesthetic.

BRAND IDEA:

The custom wordmark features fin-shaped detailing in the “F” and “E”and a subtle scale texture across the letters, referencing the ocean and fishing process while keeping the identity clean and contemporary.



Kaaya

KAAYA

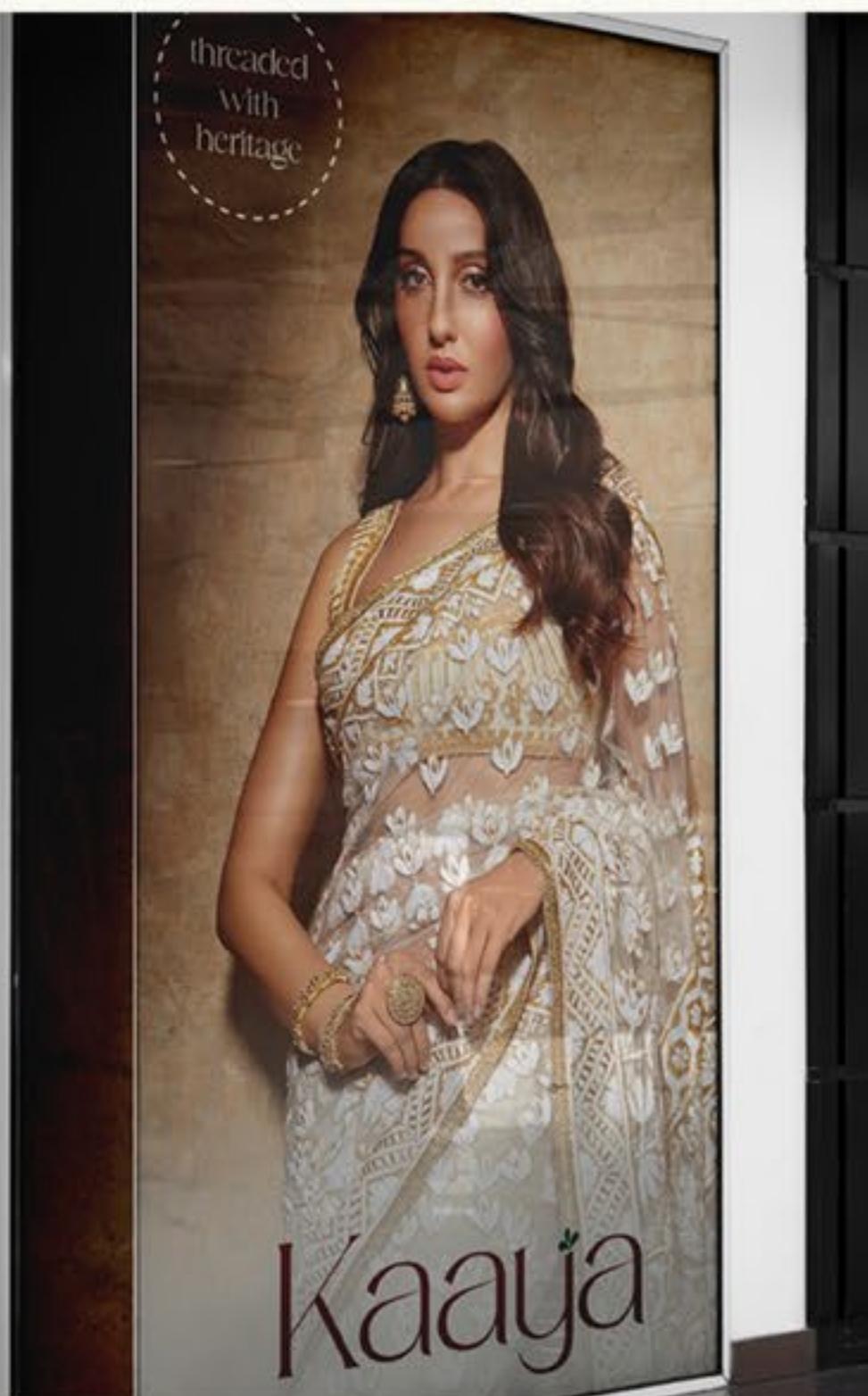
Ethnic Fashion Brand

BRAND CONCEPT:

Kaaya blends India's rich cultural heritage with contemporary style, creating timeless pieces that celebrate traditional craftsmanship and modern elegance.

BRAND IDEA:

The petal motif above the “Y” echoes traditional Indian embroidery patterns, while the curved “A”s mimic the flowing drape of sarees and fabrics. Together, these details make the logo feel crafted, elegant, and rooted in India’s textile heritage, reflecting Kaaya’s modern take on classic fashion.





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