

# RAJ KHUSHAL

## CREATIVE PROBLEM SOLVER

I bring an authentic enthusiasm to all that I do from a strategic level through to execution.

When presented with a challenge, I approach it from multiple angles – I have been a customer, supplier, business owner and solution provider across brands from small businesses to blue chip organisations. One of my strategies for success is to become a “trusted adviser” within an organisation where colleagues and clients come to you first because they know they can rely on your advice and the ability to get things done.

I’m multi-lingual – I speak Geek, Client and Agency (and a little bit of Govt) and can translate between them, making projects run smoothly.

I impress people by the way I approach tasks, I’m motivated, professional and thorough. I bring personality and sense of humour which is often a relief in stressful times.

## MY CAPABILITIES

### Why I’m an asset:

Strong work ethic

Flexible/adaptable mind-set

Highly motivated

Outcome driven

Autonomous and collaborative

Resilient

Hungry to learn

### What I do:

Strategic thinking

Art direction

Business planning

Advertising

Design – mobile/web/social

Customer Relationships

Digital media

Production management –  
digital/video

User experience/journey

Team leadership

Change management

Account management

Marketing strategy –  
traditional/online

Customer intelligence

Project management

Brand development

Start-ups

Storytelling

*“Working with Raj has made me fall in love with my job again”*

– Comms Manager, DHB Client

# WHAT I'VE DONE

## CREATIVE LEAD/PRODUCER, PROJECT MANAGER

### HAINESATTRACT

Responsible for all creative, digital, video and social media. Project lead on all creative and digital projects. Concepts through to execution working across many teams on campaigns, infrastructure, business development, mentoring and running a team of creatives and external suppliers.

**Clients:** South Canterbury DHB, Reserve Bank, Connetics, Nelson Marlborough Health, LookSee, Build NZ Now, Beca, Foodstuffs, Bridgestone, Auckland Airport, Auckland Transport, Auckland Radiology, Freshpress, Fletcher Building, Datacom, ACC, Beyond, Fiserv, Deloitte, IRD, NZ Police, Vodafone, AUT, Tradestaff, Workhere, AWF, Delta, AA, Frucor, Methanex, NZL Group, ACC, AMP, Gough Group, Easiyo, Noel Leeming, Massey University, Endace, HHL Group, Progressive Enterprises, Davanti, Citycare, Christchurch City Council, Tonkin Taylor, Spar, Ministry of Education, Eroad, Vmob, NZTA, CDHB, Summerset, Compass, Ministry of Justice, Ministry of Transport, Heineken, Burger King, Silver Fern Farms, Robinson Research Institute, Author-it, Real Estate Authority, South Canterbury DHB, NZSIS.

## ACCESS GRANTED

### CO-FOUNDER OF TECH & MEDIA PODCAST, ORGANISER OF THE #WELLYTECH EVENT

## OWNER

### NZRAJ, CREATIVE & COMMUNICATIONS

Creative/design & communications which includes – Branding, UX & Graphic design, Web & Mobile apps.

**Clients:** Medic Alert, Auckland City Council, Vicinity, Social Voice, The Pain Clinic, Studio Visage, Think Infrastructure, Archaus, Meccano NZ, The Wellington Club, i-Develop.

## CO-FOUNDER & CREATIVE DIRECTOR

### ADTRACTION – MEDIA, MARKETING, INSIGHTS | November 2004 – 2013

Responsible for all creative, interactive, mobile and social media channels at Adtraction.

“We trust our clients and they trust us, we pride ourselves on knowing their business and they trust we know ours. This is the way we grow and keep our relationships with our clients.”

**Clients:** Storage King, Goodyear Dunlop (5 Brands), Recall, Bupa, Laser Group, Royal Wolf, Falken Tyres, Resene, Tower, Jae Carpet, The Moving Company, Sovereign, Scots College, Century Yuasa, Mc Laren, Auckland Co-op Taxis, Parliamentary Service, MFE, MBIE, ESR, Plant and Food Research, Specsavers, Printstop, Rubicor Group, NZ Bus.

## OWNER & ART DIRECTOR

### RECREATIVE | 2004 – 2013

**Clients:** ThinkAhead, Wellington Combined Taxis, Asteem, Skinology, RPH Consulting, Pulsar Max, Plum Cafe, Sweeney Vesty.

## ART DIRECTOR

### SWEETCHILLI | 2004 – 2006

**Clients:** Comfort Hotels, Videcards, Sport Fitness Gym, Shangri-la Rotis, Natcoll (YooBee), Progressive Business solutions, Artizan (Aust Client), Welman Technologies.

#### **SPECIAL PROJECTS LEAD**

**TECHNICHE/RPLUSR CONSULTING | 2003 – 2005**

**Clients:** TAB/Racing board, Sheering Plough, AMP, Westpac, ANZ, Haines, Monsoon Poon, Wrightson, Wellington Free Ambulance

#### **FREELANCE DESIGNER/INTERACTIVE**

**TMP WORLDWIDE NZ | 2002 – 2003**

**Clients:** Kiwi Bank, NZRFU, Clayton Ford, Levis, Tyco, Kinleth, OPSM, Skycity Group

#### **ACCOUNT MANAGER**

**HAINES | 2002 – 2003**

**Clients:** MFE, Hort Research, McDonalds, Plum, Progressive Enterprises, Fisher and Paykel, Telecom, Vodafone.

#### **STUDIO TEAM LEADER**

**HAINES | 2000 – 2002**

#### **ONLINE DESIGNER**

**UNITED NATIONS | 2002 – 2003**

#### **DESIGNER & MANAGER**

**COLOURME BOB | 1997 – 2000**

## **WHAT LEARNT, BEFORE REALLY STARTING TO LEARN**

NEW ZEALAND INSTITUTE OF MANAGEMENT

Small Business Management | 2010 – 2011

DIPLOMA IN MULTI MEDIA, INTERACTIVE DESIGN – Yoobee | 2001 – 2001

DIPLOMA IN FILM & TELEVISION – NZ Film school | 1996 – 1996

DIPLOMA, MEDIA – Weltec | 1995 – 1996

## WHAT THEY SAY ABOUT ME

GRAHAM FORDYCE

**EXECUTIVE CREATIVE DIRECTOR**

In this age of hyper-specialisation, okay fragmentation, it's reassuring to have someone who connects the dots. His name is Raj. He began his career in film and television and has been an actor, cameraman and editor. He trained in graphic design and he's in love with everything digital and social. In addition to being our resident go-to-guy for digital and video production, he's the co-creator/producer/ interviewer for [accessgranted.nz](#) a regular podcast on tech, social, start-up people stories and has his own youtube channel. With a unique perspective and enviable experience as a customer, supplier, business owner and solution provider, Raj is multi-lingual – he speaks Geek, Client and Agency and can translate one into the other. And how do clients feel about him?

"Working with Raj has made me fall in love with my job again." District Health Board communications manager.

Contact: [fordycegraham@gmail.com](mailto:fordycegraham@gmail.com)

JAMIE STEWART

**HEAD OF MARKETING – GOODYEAR DUNLOP**

Raj is a switched-on cookie, always up to speed with the latest technology and an asset to have to call upon.

Contact: [acmwallet@gmail.com](mailto:acmwallet@gmail.com) or 027 243 3243

PAUL FLATT

**GENERAL MANAGER NZ AT RECALL INFORMATION MANAGEMENT**

Raj consistently provides our business with cost effective quality solutions and is a pleasure to work with. His sense of humour, can do attitude and understanding of the drivers of our business make him a true business partner. He ensures that all our dealings with him and his team are of the highest standard.

CARLA HOFER

**GM SWEENEY VESTY LTD**

I believe Raj has a natural technical flare. He is a lateral thinker and possesses a broad range of experience in graphic presentation software, colour printing and delivery. Raj has always been pro-active in seeking solutions for our account requirements. I have been impressed with the delivery of his completed work, which often has very short lead times and is delivered with a high standard, and always on time.

Raj has impressed me often by the way he approaches our work, he is motivated, professional and thorough. He also has a great personality and sense of humour which is often a relief in stressful times. I know that he is liked by many of my colleagues.

I am currently employed by Sweeney Vesty Limited (SVL) who are a communications, strategy, media and PR company. Please feel free to contact me if you would like a verbal referee.

**PAUL WEAVER**  
**ACCOUNT DIRECTOR, HAINESATTRACT**

I used Raj when I needed something outside the square. I'd sit down with him and give him a brief for an ad or proposal and say "have a play with it, see what you can come up with". Every time, Raj would meet the deadline and exceed my expectations in terms of the design or creative solution. He'd also do it with his characteristic "no worries", even when the pressure was on. Raj was pro-active with ideas and would always think about the next step in the process — not just the bit he was working on. Importantly, Raj would always be there for as long as you needed him — coming in weekends and working late if required — no gripes, just a smile.

Raj is a hard worker. He is dedicated to his craft and colleagues. He uses his initiative and is very keen to learn and then apply that knowledge. Raj has the maturity to handle the "hard" issues that sometimes arise and is not afraid to deal with these issues. He has a great sense of humour and is an asset in a team environment.

I was genuinely very sorry to see him go and would strongly recommend him to any who have the good fortune of considering him for a position.

#### **THANKS**

To find out more about the projects I have delivered visit [www.nzraj.squarespace.com](http://www.nzraj.squarespace.com)

Thanks for your time. I'm happy to discuss your role anytime.

Raj