

Nirbhay Matta

Brand and Marketing Leadership · Creative Production · Agentic AI Systems

Gurugram, Delhi NCR, India | Open to relocation: India, Singapore, APAC, Remote

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PROFESSIONAL SUMMARY

Brand and marketing leader with nine years across brand strategy, integrated campaigns and AI-powered creative production. Currently Group Head at a creative agency in Gurugram, having led strategy and production for Royal Enfield, Under Armour, PayU and Absolute.

Builds AI systems that ship, not pilots. Starts from the business outcome rather than the tool, tests whether a build is worth its running and maintenance cost before committing, and keeps a human on anything carrying a client's brand. Built HyProd, a proprietary AI production pipeline that delivered a full product launch film with zero additional shoot days, then turned it into a billable agency service rather than an internal efficiency.

The tools change every few months. The judgement about what is worth making does not.

CORE COMPETENCIES

Brand Strategy and Positioning · Go-to-Market Strategy · Integrated Campaign Management · Creative Direction and Production · AI Workflow Design · Human-in-the-Loop Design · AI ROI Modelling · Prototype to Production · Content and Influencer Strategy · Consumer and Category Insight · Cross-Functional Team Leadership · P&L Ownership

TECHNICAL SKILLS

AI and Production: Claude Code, Codex, multi-agent workflows, agentic workflow architecture, generative image and video pipelines, custom AI model training, prompt optimisation, workflow automation, Google AI Studio

Design and Delivery: Figma, Adobe Creative Cloud, Notion, Monday.com

PROFESSIONAL EXPERIENCE

All Of The Above Media Pvt. Ltd., Gurugram, India

Group Head, Account Management and Strategic Planning | November 2023 to Present

Lead brand strategy, campaign delivery, creative production and AI production innovation for Royal Enfield Apparel, Under Armour India, Coca-Cola, XYXX and AGEasy. Manage annual billings up to US\$650K, leading a core team of four to five and production crews of fifteen to twenty on shoots.

- Built HyProd, a proprietary AI production pipeline pairing real shoot assets with an in-house image-generation system trained for product and talent fidelity. Delivered Under Armour India's HOVR Phantom 24/7 Storm launch film with zero additional shoot days and 1.3M organic Instagram views, removing a full production shoot from the budget and timeline; rebuilt the pipeline three times before the fidelity held, moving off LoRA-trained models entirely when the model that finally shipped would not accept one. Scaled it from an internal experiment into a billable agency service line.
- Led Royal Enfield Apparel's category-led campaign work: establishing how each product category is positioned and taken to market, then building its content strategy and producing the assets. Spans riding gear with Anytime, Anywhere Adventures (1.8M+ YouTube views on the main film) and the Adventurer XT launch (2.5M combined views), Women's Wear (2.4M organic Instagram views), accessories, merchandise, and The Green Pursuit, the brand's first sustainability campaign, a hybrid live-action and 3D animation production at 2.8M YouTube views.
- Directed influencer and talent strategy across these campaigns, building the framework from scratch and managing partnerships including Harnaaz Sandhu, Eksha Kerung and Jesslina Nayyar from brief to rollout.
- Led work across the wider client base: Coca-Cola's BodyArmor Lyte and Honest Tea, including a multi-market content bank for India and Japan built from a single coordinated shoot, plus XYXX and AGEasy by Max Group.

Slim Panda, Delhi, India

Founder and Managing Partner | November 2017 to November 2023

Founded and ran a boutique creative studio for six years, delivering brand strategy, design and digital execution for clients across SaaS, fintech, Web3 and lifestyle. Owned P&L, client relationships and delivery.

- Led brand strategy and digital transformation for PayU and Wibmo across a five-year embedded relationship, covering positioning, messaging, UX and marketing systems, alongside work for Absolute, Bakarmax, Inera and Xenesis.
- Built go-to-market strategy and brand identity for Web3 companies including Aleph, Gather and Atlas, translating complex technical propositions into clear consumer narratives.
- Managed content production projects across motion graphics, animation, 3D and design for HP, Nokia, Kolkata Knight Riders, Log9 and Zolve.
- Scaled to twenty retained and project clients.

Sociowash, Delhi, India

PR and Media Strategy Executive | December 2016 to August 2017

- Bought media and managed influencer campaigns for Panasonic, Belkin and Hella, managing spend across digital channels against strict ROI benchmarks.

EDUCATION

Executive Certificate in Agentic AI Leadership | Nanyang Technological University (NTU), Singapore | Expected November 2026

Bachelor of Journalism and Mass Communication (BJMC) | VIPS, GGSIP University, Delhi | 2016