

SUREJ KALATHIL

Creative Director & Brand Strategy Consultant | Founder, Sunman Media Group

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EXECUTIVE SUMMARY

Founder and Creative Director of Sunman Media Group, built and operated end-to-end — strategy, operations, finances, hiring, and client relationships — delivering 500+ projects across four continents. Two decades of leadership in branding, web design, and editorial direction, now amplified by a deep, hands-on command of the modern AI toolset. Generative AI is embedded across creative and marketing workflows — image and video generation, copywriting, SEO, UX, and automation — cutting turnaround by up to 30% while lifting conversion, engagement, and ROI for clients across finance, real estate, wellness, and lifestyle sectors.

CORE COMPETENCIES

Brand Strategy & Identity • Website Design & Development (UI/UX, WordPress) • AI-Integrated Creative Workflows • Photography & Visual Direction • Editorial & Magazine Design • Digital Marketing & SEO • Team Leadership & P&L Ownership • Client Acquisition & Account Growth

AI TOOLS & PLATFORMS

Image & Design: Adobe Firefly, Midjourney, DALL·E 3, Stable Diffusion, Leonardo.AI, Ideogram, Recraft, Krea AI, Canva Magic Studio, Adobe Sensei
Video & Motion: OpenAI Sora, RunwayML, Pika, Luma Dream Machine, Kling AI, Google Veo, HeyGen, Synthesia, Descript
Writing, Marketing & SEO: ChatGPT, Claude, Google Gemini, Jasper, Copy.ai, Writesonic, Surfer SEO, Perplexity
UX/UI & Web Build: Figma AI, Framer AI, v0 by Vercel, Galileo AI, Uizard, Relume
Audio & Voice: ElevenLabs, Suno, Udio
Workflow & Automation: Microsoft Copilot, Notion AI, Zapier AI, Make, n8n

PROFESSIONAL EXPERIENCE

Lead Photographer

2025 — Present

The Pocket Book Magazine

- Serve as Lead Photographer for the publication, shooting and directing photography across every issue — editorial features, event coverage, and cover imagery.

Founder & Creative Director

2021 — Present

Sunman Media Group · Palm Beach Gardens, FL

- Founded and own a full-service digital creative agency — personally running strategy, operations, finances, and client relationships while delivering 500+ projects across four continents.
- Built and lead a multidisciplinary team of 10+ designers, developers, and marketers, sustaining a 95% client-satisfaction rate and on-time delivery across every account.
- Developed integrated creative strategies for architects, hedge funds, corporate firms, and lifestyle brands — driving a 40% average lift in client engagement and 25% in brand visibility.
- Embedded generative AI across content, design, and UI/UX workflows — cutting production time 30% and raising output across departments.
- Deployed AI-driven analytics and personalization across websites, email, and landing pages — averaging 60% higher conversion, 45% better bounce rates, and a 3x lift in lead generation.

Creative Director

2020 — 2024

The Well of PBC · West Palm Beach, FL

- Led the complete visual development and branding of a wellness lifestyle magazine launched in Palm Beach, from concept through publication.
- Created the magazine's identity — logo, typography, layout systems, and visual language — building a brand that drew 10,000+ readers within its first two issues.
- Designed 80+ pages per issue for print and digital, optimized for readability, visual appeal, and mobile responsiveness.
- Directed a team of 15+ editors, writers, photographers, and marketers, lifting audience engagement 35% through compelling cover and content design.

Creative Director

2016 — 2021

Family Office Networks · West Palm Beach, FL

- Directed visual branding across all verticals — FON Magazine, FON Marketplace, and FON Media.
- Managed photography and design for 100+ exclusive events each year, plus print publications, email campaigns, and digital media.

Creative Director

2013 — 2016

Financial Services Media · West Palm Beach, FL

- Provided design leadership through and after the acquisition of HedgeCo, leading rebranding across all client-facing channels.
- Produced 100+ investor presentation kits and digital assets for 30+ hedge funds and financial clients — a 45% increase in institutional engagement.
- Redesigned branding and collateral, driving 60% better brand recognition and 35% client-acquisition growth within 12 months post-acquisition.

Lead Designer

2004 — 2013

HedgeCo Websites · West Palm Beach, FL

- Designed 600+ hedge fund websites featuring integrated performance-analytics tools.
- Owned branding, design systems, and website production for high-value financial firms; led the U.S.-based design and development team.

Founder & Website Designer

2002 — 2004

Smartdesigner.net · Mumbai, India

- Built and ran an online design firm via Elance/Scriptlance, serving 150+ U.S. and international clients across 12+ countries.
- Delivered 300+ branding, web, and print projects — 98% client satisfaction, 40% repeat business, and a top-5% provider ranking.

Lead Web Designer

2000 — 2002

V2 Infotech · Mumbai, India

- Developed websites for international clients in the ship-repair and marine industries; partnered with developers on planning and front-end implementation.

Graphic & Magazine Designer

1996 — 2000

Savings4ever.com & Quorum Publications · Mumbai, India

- Created layouts and marketing visuals for a major e-commerce portal during the dotcom boom, building foundations in digital design, email, and content layout.
- Designed and proofed layouts for three quarterly magazines and managed pre-press alongside editorial and print teams.

EDUCATION & HONORS

B.Com, Commerce & Economics — University of Mumbai, 1996

Diploma, Commercial Arts — Sir J.J. School of Arts, Mumbai, 1996

Languages: English (Professional) · Hindi (Professional)

- Golden Web Award for Excellence (1999)
- First Prize — Town of Jupiter Art Show, Photography (2019)

- Creative direction & branding support for nonprofit events and causes
- Exhibited at local photography and art shows; event photography for an emerging tech networking group