



I bring to the table my love for creativity, with a strategic mindset and a consistent eagerness to learn. This, I believe helps me see beyond the obvious and always keep an eye out for patterns and details. As my curiosity prompts me to look beyond the numbers to see the story behind them, I make a good analyst too! It is my interest in storytelling, problem-solving and human behavior that led me to a career in advertising. While I consider creative writing my strongest forte of expression, I enthusiastically pursue my interests in branding, design aesthetics & illustration, photography, movie making & editing as well.

EDUCATION

MBA- COMMUNICATION MANAGEMENT:
SPECIALIZATION IN BRAND COMMUNICATION

2020 | SYMBIOSIS INSTITUTE OF MEDIA &
COMMUNICATION, PUNE, INDIA
CGPA- 7.95

BACHELOR OF ARTS, ECONOMICS

2016 | GOVERNMENT COLLEGE FOR WOMEN,
TRIVANDRUM, INDIA
SCORE- 87.91%

SKILLS

Content ideation & development

Creative writing

Competitive research & analysis

Concept development

Associative thinking

Design thinking

Creative briefing

Analytical skills

TOOLS

MS Office

Adobe Premier Pro

Adobe Photoshop

Canva

Procreate

Figma

Power BI

Google Adwords

Google Analytics

PROJECTS

- Scripted, directed, shot and edited 'Peekaboo'- a one minute 'film in 10 shots' as part of the elective course on film making. (SIMC, 2019)
- Dissertation on 'The role of Instagram aesthetics in shaping consumer's perception of new online fashion brands for women.' (SIMC, 2020)
- Presented a paper titled 'Empowering women through innovative government ventures; An analysis of She Taxi in Thiruvananthapuram District' in the Second International Conference "India Vision 2020: Competing in a world of sectors without borders" (Kerala, 2018)
- Facilitated a Creative Writing Workshop (for children aged 7 to 12) organized by Schoolkutti Children's Library, Trivandrum, Kerala (2017)

WORK PROFILE

BRAND STRATEGY ASSOCIATE
L&K SAATCHI & SAATCHI, MUMBAI | PUBLICIS GROUPE
JULY 2020- OCTOBER 2021

- Day-to-day planning tasks for brands across categories: Amway, Dabur (Fem, Real Activ & NPDs), Teas from India
- Worked briefly on brands like Rangriti (Biba Apparels), Dabur Hommade, ITC (Players & American Club), Hero Motocorp and Flite
- Tasks included but not limited to competition analysis & opportunity mapping, brand identity elements, communication strategy, pitch decks, social media content calendars, concept cards & mood-boards, primary & secondary research including FGDs and insight mining
- Worked closely with the senior leadership team to ensure effectiveness of communication strategies
- Regularly coordinated with Account Management, Creative teams, third party data providers and research teams

STRATEGY INTERN
GROUP M (KINETIC WORLDWIDE), MUMBAI | WPP
APRIL 2019-JUNE 2019

- Worked on OOH strategy decks for three pan India Maruti Suzuki campaigns
- Contributed to the preparation of client pitches for brands in categories such as F&B, OTT and retail
- Worked extensively on Kinetic's proprietary tools to manage and analyze data for effective outdoor media planning

CONTENT DEVELOPER
THE OPTIMIST CITIZEN
JULY 2017-FEBRUARY 2018

- Tasks included suggesting weekly news stories, preparing questionnaires for interviews after thorough research, approaching the news subjects, conducting interviews, writing and editing articles
- Contributed to The Change Stories Project, an international collaboration between Robert Bosch Foundation, Ashoka Changemaker Xchange, The Optimist Citizen and Maze Vietnam

VOLUNTEERING EXPERIENCE

- Social Responsibility Project at HelpAge India, Bangalore (2019)
- "Nakshatrakannukal", a Summer Camp organized by Vidyamritham, Trivandrum, Kerala (2018)