

Hi, I'm

Shreya Srinivasan,

a Sr. Art Director at Havas Life NY.

+(1) 4702630223

www.shreyasrinivasan.com

shreyasrinivaasan@gmail.com

Education

Savannah College of Art and Design, Atlanta Campus

M.A. Advertising 2018-2019

University of Mumbai

Bachelors of Mass Media 2014-2017

Skills

Software: In Design, Illustrator, Photoshop, Lightroom, Premier Pro, XD, After Effects, Figma

Linguistic: English (First Language), Hindi

Professional: Brand Strategy, Content Creation, Experiential Activation, Concepting

Involvement

Student Activities Council Coordinator

SCAD, Atlanta (2018-2019)

SERVE, Volunteer

SCAD, Atlanta (2018-2019)

Executive Producer

Documentary on the Indian Army
Mumbai, India (2016)

Editor, Sluberdigulligan

College Magazine
Mumbai, India (2015)

Publicity Head, Blitzkrieg

College Festival
Mumbai, India (2015)

Indian International Model United Nations

Organizing Committee, Mumbai, India (2013)

Achievements & Awards

Academic Honors Grad Scholarship

Student Scholarship, SCAD (2018-2019)

SCAD Achievement Grad Scholarship

Student Scholarship, SCAD (2018-2019)

Helen O' Grady Drama Academy

Diploma in Drama

Havas Life, New York

Sr. Art Director, November 2022-Present

- Executing a creative from concept to layout, through finished art
- Collaborating with creative and account partners to ensure proper production of campaign elements
- Contributing to innovative ideas, tactics and brainstorming sessions with creatives and account to produce work that aligns with client's objectives and vision
- Heading independently as well as with a copy partner, pieces ranging from printed brochures, flashcards and installations to digital banners, social media posts, emails, websites and more
- Proactively solving creative problems
- Organizing, packaging and naming creative materials and files to ensure smooth transition to other departments
- Overseeing art preparation with 3rd party agencies
- Presenting creative work for client meetings

FCB Health, New York

Art Director, October 2020-November 2022

Jr. Art Director, October 2019-October 2020

Concepting, branding and designing with a creative team and a copy partner for pharmaceutical companies. Communicating brand personality and messages in a visually interesting way. Learned to pitch ideas to clients and was involved in tactical planning.

MTV India's Next Top Model

Freelance Content Creator

Mumbai, India - September & October 2017

Developed strategic tasks, videos & curated social media content for Season 3 of the show. Coordinated with sponsors on brand integrations and product placements throughout various platforms.

Native Communications

Intern Assistant Producer

Mumbai, India - March & April 2016

Assisted the executive producer on commercials with talent, makeup & costume teams for various leading brands from inception to broadcast.

Huazhong University of Science and Technology (HUST)

Editorial Intern

Wuhan, China - March & April 2015

Interned at the Press Company, Editorial Department, on a Research project based on India's publishing industry and insights on English and Chinese copyrights sold by the press. Assisted the designer with laying out pages in print pieces.

Ormax Media, Mumbai, India

Market Research Intern

Mumbai, India - April 2014

Assisted the C.O.O. on market research and testing of various FMCG products in the Indian market. Organized focus groups and created marketing opportunities using the data recorded.