

Kavita Srinivasan

Communications Specialist - Creative | Marketing | Business

San Francisco, CA

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PROFILE

Copywriter and Content Creator

Ogilvy & Mather - Dentsu Communications - Akriti Adcomm - DDB Mudra RAPP - That Indian Drink - Taproot Foundation - Thingamajigs - Box

AUGUST 2008 - PRESENT

Strategized, developed and wrote copy/content for campaigns across channels - print, radio, TV, digital media. This includes global brand marketing projects, service and product promotion, and social awareness campaigns.

Communications Strategist and Manager

Thingamajigs - That Indian Drink - Taproot Foundation

NOVEMBER 2013 - PRESENT

Conceptualised, managed and executed product marketing campaigns, event organization and promotion, brand development, and business communication activities. The experience spans across all forms of media, from print to digital.

Creative Writer and Storyteller

San Francisco City Guides - Independent Projects

MAY 2014 - PRESENT

Researched historical data (web and in-library archives), and wrote storytelling scripts for historical walking tours. Developed story-driven content for global fundraiser projects. Completed the first draft of a science-fiction novel and wrote short stories (to be published).

EDUCATION

Queensland University of Technology, Brisbane (Australia)
Master of Creative Advertising

FEB 2007 - JULY 2008

Studied consumer behaviour, marketing and promotion, with focus on creative advertising tools and approach.

SKILLS

Strong, creative communication Skills

Organizational and management skills (project, operations & team)

Expert in web communication tools

Ability to translate prospects into valuable connections

Strategic approach to projects with tight deadlines

Storytelling approach to all forms of writing

Understanding of computer science and digital media

HIGHLIGHTS & RECOGNITIONS

[In Search of Sounds](#) 2016

Non-profit brand website development

[Mom's Art of Giving](#) 2015

International Fundraiser to feed children in India

[Aeolian Day](#) 2015

Community festival to showcase invented wind-played instruments

[And I Left Only Footprints](#)

2012 : Photo exhibition and auction of travel photographs

[For Those Who Do](#) 2011

Signature Copy for Lenovo worldwide brand campaign

Indira Gandhi Institute of Technology, Delhi (India) *Bachelor of Technology (Computer Science & Engineering)*

JULY 2000 - JUNE 2004

Studied the fundamentals of computer science and applied pure sciences, with a focus on software design and development.

STUDIES, ENGAGEMENTS & ACTIVITIES

Classical Music

A trained classical vocalist; piano, violin and flute student; experiments and composes with other stringed/percussion instruments.

Pro-Bono Consultant & Volunteer City Guide

Active consultant for various nonprofit organizations in different capacities. Leads [free city walking tours](#) two times a month.

Running, Swimming & Hiking

Long-distance runner, biker, recreational swimmer, and climbed Kilimanjaro as a travel-hiker.

Artist & Maker

Paints in Acrylic, and over wine-bottles; builds different things such as camera obscura, glass harp etc., and experiments with scientific/artistic ideas.

HIGHLIGHTS & RECOGNITIONS

Kremlin Billboard Challenge

2010 : Agency-wide billboard design contest (finalist)

National No Child labor

Campaign 2009

Country-wide campaign to spread awareness against child labor

CAREER AS AN ENGINEER

Amdocs - Sapient Technologies - Biometric Innovations

SEP 2004 - JUNE 2008

Wrote programs in COBOL, C++; provided quality upgrades and administered quality assurance process in small to large projects.