

Krishnendu

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KEY SKILLS

Marketing skills -- · Integrated Marketing Communications · Consumer Research · Digital Marketing · Social Media Marketing · Content Creation · Creative Writing

Interpersonal Skills -- · Client Management · Communication Skills · Team Management

Software Skills -- · Google suites · Microsoft suite · Adobe Premiere Pro · Adobe Illustrator · Procreate · Canva

PROFESSIONAL EXPERIENCE

Communications, Intern

Jan 2024 - Present

Reingold, Washington DC, USA

- Part of teams that craft mission-driven messaging for strategic social media campaigns to enhance brand visibility and engagement for multiple clients.

Account Manager

Mar 2020 - Jul 2021

Enormous Brands, Stagwell group Mumbai, India

- Generated 20% more leads monthly through a nationwide rebranding for Reliance General Insurance.
- Curated strategic and creative campaigns for social media platforms that increased organic reach by 10-25%.
- Created and executed interactive social media campaigns for the launch of multiple new web series on "Watcho," Dish TV's OTT platform, boosting content engagement and user subscription by 30%.

Media Coordinator

Jun 2019 - Mar 2020

FreshToHome, (E-commerce - Consumer goods) Bengaluru, India

- Curated multiple social media campaigns across Instagram and Facebook that produced a 110% follower growth.
- Debuted new products around "IPL" and "Back to school" and drove 50% increase in sales.
- Introduced blogger engagement, influencer marketing, and push notifications and generated 40% growth in sales through brand awareness.
- Co-ordinated and created multiple influencer campaigns to drive brand recall and sales

Design and Strategy, Intern

Oct 2018 - Jan 2019

Mullen Lowe Lintas, Mumbai, India

- Bajaj Avengers: Designed social media content for Facebook and Instagram for Bajaj's FLG Rides 2018-19.
- Bajaj Nomarks: Client servicing and package design and store branding for their new ayurvedic skincare product launch.
- Too Yumm: Created design elements for packaging for Too Yumm Tandoori Foxnuts.
- Tata Cliq: Part of the team that planned and executed Tata Cliq's Winter Collection '18 launch.

Marketing Intern & Art instructor

Mar 2018 - Jun 2018

Ashwini Charitable Trust (Non-Profit), Bengaluru, India

- Created a fund-raiser for the NGO, to find sponsors and raised \$10,000 for the education of underprivileged kids.
- Taught basic English to kids

Production Assistant, Intern, Mumbai, India

Jul 2017- Nov 2017

Radio One, 94.3, Mumbai, India

- Spearheaded the content planning and scripting for the highly acclaimed show 'Afternoons with Annie.'
- Part of the team that marketed 'Thor Ragnarok' in Mumbai in collaboration with Disney India.

KEY MARKETING PROJECTS

Direct Effect Innovation Challenge, Washington DC

Winner of the 2023 Direct Effect Innovation Challenge, featuring a client challenge from Capital One to design an Integrated marketing campaign aimed at promoting the Capital One Student Card 'Savor'. Designed and executed an innovative, polaroid mailer that would be mailed to students as they get admitted to their University.

EDUCATION & CERTIFICATIONS

Georgetown University, Washington DC, USA

Jan 2023 - Present

Masters in Integrated Marketing and Communications

IMC Campaign Planning, Consumer Research and Insights, Digital Marketing, Innovations in IMC, Brand Concept

Christ University, Bengaluru, India

Jun 2017 - Apr 2019

M.A. in Media and Communication Studies

Major in Advertising and Public relations

KJ Somaiya College of Arts and Commerce, Mumbai, India

Apr 2014 - Apr 2017

B.A. in English Literature

English Literature(Major) Media Studies(Minor) Psychology (Minor)