



SREYAN MULLICK CHOWDHURY

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SOFT SKILLS*



PROBLEM SOLVING



EMPATHY



LEADERSHIP



MENTAL AGILITY

*based on experience and self-evaluation

PROFESSIONAL SUMMARY

EXPERIENCED ACCOUNT MANAGER & ASPIRING STRATEGIST

Over four years of experience in growing client accounts and creating communication plans for mainline, digital and audio-visual media. Finds his ikigai in problem-solving and wants to be part of the action in discovering simple solutions that can catalyse impactful work.

[View Work Profile](#)

EXPERIENCE HIGHLIGHTS



Red Bangle

Client Partner (Senior Executive)

Sept '19 - Present | Bengaluru, IN

Thought partner to key accounts in India and APAC region. Responsible for communication strategy consultation and creative review of audio-visual content.

- Managed various projects for Indeed India, Metro Wholesale, Wipro Technologies, MyGate, Vymo, Infosys Limited, CoLearn, Entrepreneur First in a consulting role
- Worked on the creative strategy of various campaign pitches, including 3 ATL campaigns that went live in 2020-21
- Grew my accounts by an average of 27% YoY and achieved 96% of personal targets by tapping into opportunities within client accounts
- Worked closely with the co-founders in various strategic initiatives, researching for market opportunities and helped set-up the client servicing team from scratch
- Recognised with a "The Game Changer (2020-21)" award for consistent growth and contribution across functions



Rediffusion Brand Solutions

Brand Associate

June '19 - Sep '19

Management Trainee

Nov '18 - May '19 | Kolkata, IN

Assisted in managing the creative requirement of brands, from briefing to delivery

- Managed the brand communications (mainline and digital) of 4 cement brands from the house of **Nuvoco** (formerly Lafarge India) and their corporate brand.
- Assisted in planning two new product launches and one corporate campaign.
- Managed the operations for brand identity overhaul of Nuvoco Corporate and ZeroM
- Assisted in consumer research and insights mining for various multi agency campaign pitches
- Helped in the daily operations for **Eveready Consumer Lighting, KeoKarpin, Truly Daynite** and other ad-hoc projects

FUNCTIONAL PROFICIENCIES*

CREATIVE BRIEFING



COMMS PLANNING



BRAND STRATEGY



CONSUMER RESEARCH



SITUATIONAL ANALYSIS



SOFTWARE SKILLS



SELF MOTIVATED LEARNING

- PLANNING DIRTY
- SWEATHEADS
- NPTEL COURSES
- WORKSHOPS



The Anon. Production

Co-founder | Growth and Client Servicing

May '16 - Aug '18 | Kolkata, IN

Co-founded and managed a registered video production company. Was responsible for managing growth, client acquisition, servicing and project planning

- Managed a team of 10 core contributors and over 25 freelance collaborators
- Lead growth-oriented initiatives for exploring new market opportunities and alternate service lines.
- Created over 300+ videos for clients like Oxford Bookstore (Apeejay Group), MindHour, Kari, Mad About Drama, Presidency University, Jadavpur University, etc

INTERNSHIPS



Ogilvy & Mathers

Advertising Intern (PG)

May '18 - Jun '18 | Kolkata



Pedagoge

Market Research Intern (UG)

June '17 - July '17 | Kolkata

HIGHER EDUCATION



M.Sc Strategy Christ University

2021-23 | Bengaluru

Pursuing part-time Master's Degree in Strategic Management



PGD IMC St. Xavier's College

2017-18 | Kolkata

Completed Post Graduate Diploma in Integrated Marketing Communications



B.Sc, Economics RKM Residential College

2014-17 | Kolkata

Graduated in B.Sc Economics Honours with Statistics & Mathematics as minor subjects

PET PROJECT

AdBreak

Ad Film Collective



In 2021, I started AdBreak with the intention to build one of the first advertising collectives that is accessible to the visual and hearing impaired audiences.

It was originally a YouTube playlist I created in 2016 for my favourite ad films/campaigns from around the world, and then I thought it would be great to give something back to the community. Moving forward I want to analyse the top ads and educate this niche audience about advertising and provide an opportunity for them to explore a career in it.