

## SREYAN MULLICK CHOWDHURY

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Flat #003, RR Residency, 28/4 Muneshwara Block, RT Nagar, Bengaluru, India

#### **SOFT SKILLS\***



PROBLEM SOLVING







### **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)



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 opportunties 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** 

Management Trainee

| June '19 - Sep '19

Nov '18 - May '19 V 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

\*based on experience and self-evaluation

# FUNCTIONAL PROFICIENCIES\*

**CREATIVE BRIEFING** 



**COMMS PLANNING** 



**BRAND STRATEGY** 



CONSUMER RESEARCH



SITUATIONAL ANALYSIS



#### SOFTWARE SKILLS











**SPSS** 

G Suite 🕠

## SELF MOTIVATED LEARNING

- PLANNING DIRTY
- SWEATHEADS
- NPTEL COURSES
- WORKSHOPS



#### The Anon. Production

Co-founder | Growth and Client Servicing

iii 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-orented 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 V Kolkata



#### HIGHER EDUCATION -



M.Sc Strategy
Christ University

iii 2021-23 ♥ Bengaluru

Pursuing part-time Master's Degree in Strategic Management



PGD IMC St. Xavier's College 2017-18 ♥ Kolkata

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Completed Post Graduate Diploma in Integrated Marketing Communications

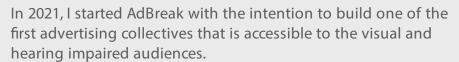


Graduated in B.Sc Economics Honours with Statistics & Mathematics as minor subjects

#### **PET PROJECT**

### AdBreak

Ad Film Collective



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.

