

# KRISHNA SHRIVASTAVA

•designer and visual communicator•

## ABOUT ME

I am an aspiring designer, with a keen interest in advertising and creative strategy. I am open to exploring all my options in the marketing and media field. There is a lot of scope in the industry for me to learn as a fresh designer and I am flexible to any new challenges and projects that come my way. I am a good listener and do my best to meet my commitments on time.

## EDUCATION

- February 2018: ICSE completion from B.A.F. Petit Girls' High School, Mumbai- 92%
- March 2020: HSC completion from Mithibai College, Mumbai: 75%
- May 2023: BA (Hons.) Liberal Arts from NMIMS's Jyoti Dalal School of Liberal Arts, Mumbai. CGPA: 3.62/4.00
- Present: École Intuit Lab - Post Graduation in Advertising, Design and Digital Communication

## EXPERIENCE

**2023** I worked at FCBKinnect as an Influencer Outreach Executive From May 2023 to June 2024.



FCBKinnect is part of the FCB India group and was declared Agency of the Year by Campaign in 2022.

I worked on premium brands where the objective was to either create awareness or promote certain products and offers. This involved scouting for creators that could be optimally leveraged.

The following are some of the brands that I have worked on:

- Lakmé Salon: We carried out two executions involving hair colour. The campaign involved sending creators to the Lakmé Salon to promote their hair colour range.
- Asian Paints: This campaign involved promoting the brand's TruCare range where the products were sent to creators on YouTube and they uploaded dedicated videos for that product.
- Amazon Fashion: We worked with actors like Rohit Saraf and Shantanu Maheshwari to create awareness about Amazon's fashion collection.
- Meta: We worked with Meta on a project involving many other brands and a large number of CAT A and CAT B creators.
- Centrum: Currently executing a campaign with CAT A creators that are fitness oriented.
- ITC: Worked on a few ITC brands namely Sunfeast Dark Fantasy, Sunfeast Farmlite and Aashirvaad Multigrain Atta. We went live with ten influencers for Aashirvaad for their World Health Day campaign.
- Dr. Reddy's: We went live with a bunch of influencers for Venusia moisturisers.

## EXPERIENCE

2025 Freelanced with Tibb's Frankie's Frankie Wednesday campaign. Worked on banners for their Mumbai stores and social media posts.

- Banners

- Posts:

<https://www.instagram.com/p/DMj7O6ayX3M/>  
<https://www.instagram.com/p/DMhe24WSMOI/>  
<https://www.instagram.com/p/DMmosRLySn9/>  
<https://www.instagram.com/p/DMrowxvoPrg/>  
<https://www.instagram.com/p/DMt8l-Syk3V/>

2021 Intern at Third Eye Qualitative Researchers.



This company combines diverse skills and shared passion, using unique tools to trace the consumer journey from physical to emotional, revealing impactful insights.

While working here, I worked on projects for Kamadhenu milk sweets, Dulux Aquatech, Cadbury, All Out and Baygon. These projects included studying the behaviour of different people in various age groups across multiple cities. These projects exposed me to Qualitative research techniques and enabled better understanding of the modalities of data collection and data analysis.

## COLLEGE PROJECTS AND CO-CURRICULARS

2021 Hospitality member for Paper Planes (A fest of NMIMS's Jyoti Dalal School of Liberal Arts)  
PR team for The Liberal Canon (newsletter of NMIMS's Jyoti Dalal School of Liberal Arts), made reels for the page

2022 Deputy HoD of the Liberal Project department in the Paper Planes fest  
Director of Photography for a short film assignment  
Director of Photography for a photography assignment  
Shooting and editing a street food related journalism assignment

## OTHERS

**2019** FLAME University Summer Immersion Program: exposure to Liberal Arts as a whole, workshops in psychology, films, marketing and rural exposure among many others

## SKILLS

Adobe Creative Suite  
Canva  
Visual communication  
Guitar (grade 6 and still training)

I have been singing western for a long time and I am currently training as well.  
My Facebook lives:

<https://fb.watch/irFJx5oNOy/?mibextid=v7YzmG>

<https://fb.watch/iouGHmzaGA/?mibextid=v7YzmG>

I also enjoy blogging

[@hurricanetortilla.in](https://www.instagram.com/reel/Cd5vfNaNhyJ/?igshid=Zjc2ZTc4Nzk=) on Instagram: I post my photography here as well as some singing covers occasionally, there are also reels which I enjoy making, some of which have hit good numbers in terms of views.

<https://www.instagram.com/reel/Cd5vfNaNhyJ/?igshid=Zjc2ZTc4Nzk=>

<https://www.instagram.com/reel/CdBBOkDLfoz/?igshid=Zujc2ZTc4Nzk=>