

Srikrishna Nayak

P-140, 8th main, LIC colony,
Jeevan Bima Nagar – 560075

☎ 9481277666

✉ srikrishna.nayak@gmail.com

[Generic Portfolio](#) | [Tech Portfolio](#) | [LinkedIn](#)

WHAT I BRING TO THE TABLE

12 years of experience as an advertising professional. A logical approach to problems. Ideas, both good and bad. A fairly healthy relationship with the internet. A bunch of opinions. Tinkering. Focus. An interest in anything new and shiny. Willingness to learn. A need to organize things. An ability to ensure successful completion of the work.

OBJECTIVES

Come up with interesting ideas. Execute them. Write convincingly. Help people spend their money well.

EDUCATION

2007 B.E. from S.J.C.E. Mysore (University: VTU, Belgaum)

EXPERIENCE

July 2020 onwards Freelance work

Writing content for tech-related blogs and websites, white papers and ghostwriting leadership articles.

March 2019 – June 2020 Cluster lead, 22 Feet Tribal Worldwide

Create campaigns and oversee BAU for Exxon Mobil, Go Colours, TVS Jupiter, Kingfisher and Royal Challenge. Came up with a google-specific campaign, 'Poocha Kyun Nahi', for Exxon Mobil.

December 2016 – March 2019 Creative Group Head, Langoor Digital

Contributed to various high-profile pitch wins like Tata Sky, iD, Epson, and Yamaha. Worked on digital videos for Epson. Oversaw the handling and execution of campaigns for leading Indian and Dubai clients.

February 2015 – December 2016 Group Head - Copy, Interactive Avenues

Handled social media copy and ideation duties for brands like Toyota, Amazon, ACT Fibernet, Tanishq, 3M, Sonata, Zeven, and Mantri. Helped create a marketing approach for startups like Treebo and GlassAct.

June 2014 – February 2015 Copy Supervisor, Saatchi and Saatchi Focus

Worked on infographics, events, banners, emailers, and more for Infosys, Microsoft, Vcloud, Mindtree, and others.

November 2013 – June 2014 Senior Copywriter, Strategic Marketing Services

Wrote social media posts, print ads, brochures, and banner ads for various US-based clients. Helped in conceptualization and structuring of mobile apps, websites and ad campaigns.

September 2012 – November 2013 Senior Copywriter, Brainsmart Media & Advertising

Came up with ideas and copy for print ads, brochures, and hoardings for various clients (mostly real estate). Wrote classified ads (English, Kannada, and Hindi) and website copy.

September 2011 – July 2012 Senior Copywriter, Wunderman

Provided direct mail ideas and copy for TVS. Wrote targeted newsletters for Allen Solly, Esprit, and Payback India. Helped launch a retailer loyalty program for GIPL. Helped create ING Vysya's online portal collaterals.

March 2009 – September 2011 Senior Copywriter, MRM worldwide

Conceptualized strategies and wrote copy for clients like iGate Patni, Intel, Lufthansa, and other clients. Presented ideas to integrate mobile and the web into the campaigns.

August 2007 – March 2009 Assistant Systems Engineer, Tata Consultancy Services

Upgraded the back-end of American Express Mexico Rewards Program, and various World Bank websites.

LANGUAGES I KNOW

Kannada, Hindi, Konkani, and English. On a lighter note, C, C++, Java, and elementary C#.