

WORK EXPERIENCE

Cardinal Property Management Aug 2026 – Present
Digital Marketing Consultant Nashville, USA

- Develop and execute digital marketing strategies, including PPC campaigns, email, social media, website, and content marketing, to generate qualified leads and strengthen brand visibility.
- Manage email marketing campaigns and lead-nurturing flows while developing content and messaging for B2C property owners and B2B real estate agents.

Becton Dickinson, Mar 2026 – May 2026
Art Director Intern Atlanta, USA

- Designed a presentation deck that improved internal approval rates by 80% by restructuring content flow and simplifying complex information.
- Led visual narrative design for a healthcare product, improving clarity across deliverables.
- Researched typography for packaging, focusing on hierarchy and readability.

Savannah College of Art and Design, Jun 2025 – May 2026
Student Success Assistant Atlanta, USA

- Increased check-in efficiency by 90% through Slack automation.
- Implemented button triggered alert to reduce advisor response time.
- Standardized student data capture to improve reporting accuracy.

Fibo Media, Jan 2022 – June 2024
Co-founder & Creative Head Ahmedabad, India

- Directed a design team of 8–10, delivering consistent, high quality output for a UK-based agency's global clientele.
- Converted client briefs into actionable creative strategy, driving 15% month over month growth in social media engagement.
- Designed 10+ websites, supported by research on consumer behavior and design trends to align with audience expectations.
- Developed streamlined SOPs that reduced operational friction and increased project throughput by 40%.
- Set up project management systems, boosting team efficiency by 30–40% and enabling management of 50+ client accounts.

AIC GUSEC, Aug 2021 – Feb 2022
Presentation Deck Designer Ahmedabad, India

- Designed pitch decks for 15+ startups supporting VC and angel fundraising.
- Supported three startups in raising their Series A rounds by creating investment decks, totaling \$2M in funding.
- Produced print and digital graphics for government events reaching 50K+ attendees.
- Executed daily startup news email campaigns, achieving 25–30% open rates.

EDUCATION

Savannah College of Art and Design (SCAD), USA
Master's in Advertising & Branding Jan 2025 – Jun 2026

Gujarat University, India
Bachelor of Science in Animation & VFX Jul 2020 – May 2023

MAAC, USA
Advanced Diploma in Graphic & Compositing Jul 2018 – Dec 2021

SKILLS

- Visual Brand Design
- Advertising Design
- Creative Direction
- Presentation Design
- Brand Identity Design
- Video Editing
- Social Media Creatives
- Digital Marketing
- Typography Design
- Project Management
- Layout & Typography
- User-Centered Design

TOOLS

Design Tools

- Adobe Photoshop
- Adobe Illustrator
- Corel Draw
- Figma
- Canva
- PowerPoint

Video Tools

- Adobe After Effects
- Adobe Premiere Pro

Website Design Tools

- Wix
- WordPress
- Elementor
- Shopify

Ad & Marketing Tools

- Meta Ads
- Google Ad Manager

Email Campaign Tools

- Mailchimp
- MailerLite
- Campaign Monitor
- Active Campaign

Project Management

- Goodday
- Miro
- Notion
- Asana

RECOGNITIONS

Applied Arts, SCADDY (3x gold, 2x silver)	2026
International Design Award	2025
Ahmedabad International Film Festival	2024
Lift Off Film Festival	2022