

SARVESH CHIDAMBARAM

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Portfolio: sarveshc.myportfolio.com

EDUCATION

Moody College of Communications @ The University of Texas at Austin – Austin, Texas

Bachelor of Science in Advertising, Texas Creative & Immersive Pathway 2023

December 2024

EXPERIENCE

Urban Hydration – Digital Media Marketing & Graphic Design Intern, Dallas, Texas

Aug 2020 - Present

- Lead designer for the campaign launch of 4 exclusive product collections partnered with Sony's movie *I Wanna Dance with Somebody* direct point of contact between stakeholders to execute their creative vision into 75+ distinct assets to assist the 2-month campaign.
- Kickstarted Tik-Tok as a primary social for Urban Hydration using campaigns and working alongside Tik-Tok business teams to bring the account to 12K+.
- Scouted 1K+ influencers organically that fit our target demographic, consistently delivering +50% more influencers than planned and confirming +25% of the influencer partnerships on behalf of the brand.
- Led Location based campaigns to promote events such as the ESSENCE Festival of Culture, ZINCON, and more.
- Effectively managed key partnerships with Dallas Wings, Water is Life, and Ellen DeGeneres.
- Developed all assets for Instagram, Facebook, Pinterest, and YouTube using *Later* to plan by the trimester.

The Vortex – Social Media Manager & UI/UX Design Intern, Austin, Texas

Sep 2021 – Dec 2021

- Redesigned butterfly bar website using Square Space allowing for easier accessibility.
- Used Facebook Business Suite to schedule posts for Instagram & Facebook, increasing post consistency of the bar.
- Generated invigorating social media content to bring followers up by 15%.
- Reached out to Artists performing at the Bar, to create assets that aligned with both the Vortex's and the Artist's creative visions, utilizing adobe Lightroom + Photoshop to edit daily event photography.

ACTIVITIES

Art Director's Seminar, Broad Portfolio Creation – Austin, Texas

Aug - Dec 2022

- Developed 12 pieces of unique art direction that aligns with my vision. This portfolio includes typography, photography, AI Stable Diffusion, Film, Music Video Treatments, Animation, etc.

American Marketing Association – Austin, Texas

Sept 2021 – Jan 2022

- **Brand Developer for Project Xylem** - Created Brand Guidelines, logos, social assets & handles, analytic research, and slide decks for Project Xylem.
- **Content Committee** - Created Social Assets to assist AMA in their fairs, events, and weekly projects.
- **Consulting Agency Showcase** – Presented all AMA work & Projects at the developer showcase.

Longhorn Racing Electric, Public Relations & Lead Designer – Austin, Texas

Sept 2021 – Jan 2022

- Developed Banners, event assets & merchandise for COTA 2021 and all LHR fundraising events.
- Developed wireframes and mockups of the three vehicles from the respective branches of LHR.

ADDITIONAL

- **Certifications:** Adobe Photoshop, Adobe Illustrator, Google UI UX Design
- **Languages:** Intermediate Spanish Fluency
- **Skills:** Adobe Suite (Photoshop, Lightroom, InDesign, Illustrator, XD, Fresco), Figma, Python, Facebook Business Suite, Google Analytics, Squarespace, Social Media Management, Canva, MS Office

REFERENCES - Available upon request