

# SHARANYA KRISHNAN

COPY SUPERVISOR  
& UX WRITER

## PROFILE

Having spent a few years working as a copywriter and translator for major players in various industries, I have had the opportunity to polish my skills and help companies define and achieve their communication goals.

## CONTACT

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## LANGUAGES

English  
Hindi  
Tamil  
Korean  
Mandarin Chinese

## EDUCATION

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### Chinese Language Studies

Guangdong Institute of Foreign Studies  
Sep'19 – Dec'20  
I completed my advanced Chinese language studies.

### Advanced Diploma in Advertising

MET Institute of Mass Media  
May'16 – Dec'17  
In this program, I was mentored by media professionals who helped me understand the intricacies of the advertising and film industry.

### Bachelors of Mass Media (Advertising)

University of Mumbai  
2011 – 2014  
I got acquainted to the advertising world while pursuing my Bachelors of Mass Media.

## WORK EXPERIENCE HIGHLIGHTS

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### The Craft Tank – Copy Supervisor

Jun'21 – Mar'22  
I was heading the copy team and wrote for brands like mCaffeine & Hohner, while managing a team that writes for brands like Swiss Beauty & Pintola, among others.

### SG Analytics – Mandarin Consultant

Oct'20 – Nov'20  
I worked with SG Analytics on a project for a span of two months where I was in charge of researching and translating in Chinese (Mandarin) language.

### Fractal Ink – Korean Translator & UX Writer

May'20 – Jun'20  
I was in charge of translating and UX writing for this project at Fractal which aimed at creating an efficient app for a well-known Korean company.

### Fractal Ink – Content & UX Writer

Jan'18 – Jul'19  
Along with UX writing, I worked on content strategy, branding and execution for brands like HDFC, ICICI, Griffith Foods and more.

### Contract India – Copy Writer

Jun'17 – Dec'17  
Had the chance to plan and execute creative strategies on digital and social media for Amazon Great Indian Sale, Shoppers Stop, Amazon Kindle, Matrix and UTI Mutual Funds.