

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

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

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.