



# JAY TRIKHA

ADVERTISING CREATIVE

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- ART DIRECTOR -  
SET TO GRADUATE JUNE 2017

OPEN HYBRID DESIGNER

## i ABOUT ME

I love to have ideas, the moment when you get a great idea, and you know it, is what keeps me motivated. There have been a few of those moments for me but I ache for more. I am a driven, hard-working individual who is always looking to help brands grab eyeballs.

## EDUCATION

2013 - 2017

### B.F.A. - Advertising

Savannah College of Art & Design, Savannah, GA

1 Dean's List Honors: 12 times  
(As of Winter 2017)

1 Graduating with Honors  
3.85 GPA

## WORK EXPERIENCE

MARCH-MAY 2017 (RESOURCE AND DOCUMENTATION MANAGER)

### Collaborative Learning Class - AARP

SCAD is collaborating with AARP to assist in the research and development of enhanced mobile communications of AARP's Local program offerings.

SEPTEMBER-DECEMBER 2016 (PROJECT MANAGER)

### Collaborative Learning Class- FCB Health

SCAD collaborated with FCB Health in the research and development of concepts for an original advertising campaign for TB Alliance that would encourage target nations to expand their efforts on tackling TB.

JUNE-AUGUST 2016 (CREATIVE INTERN)

### Leo Burnett India

Worked on ideation and execution, including but not limited to copywriting and art direction. Developing visual styles and looks of ideas. Was also involved in two new client pitches.

SEPTEMBER-NOVEMBER 2015

### Collaborative Learning Class- H.E.B.

SCAD collaborated with H.E.B. to research and develop a fun and exciting online grocery shopping experience that allowed customers to browse, learn about new products, and make purchases.

2014-PRESENT (PR & EVENT MANAGER)

### Club Elan Savannah

Work entailed handling Social Media (Facebook, Instagram, Snapchat, YouTube, etc) accounts, public relations, event management, ideation, advertising, marketing, artist management & acquisition, and technical support.

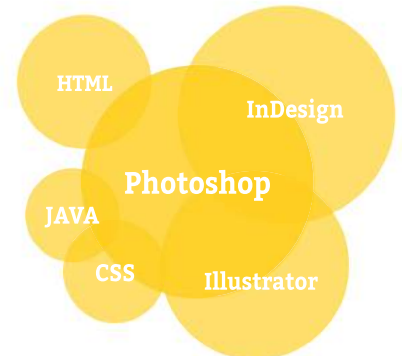
2010-2013 (PRESIDENT)

### Plush Entertainment Pvt. Ltd./Wibezzz Entertainment Ltd.

An extremely influential and well-known company in the party circuit. Organized and promoted multiple events, and represented various international and national artists.

## SKILLS

- RELEVANT -



- OTHER -



## LANGUAGES

✓ English  
read, written & spoken

✓ Hindi  
read, written & spoken



## HOBBIES



Barista



Promotion



Cooking



Flying



Videography



Soccer