



KAMALAVINAYAGAM G

28 | SHE/HER

+91 7538888132

kamaliganapathy1998@gmail.com | @unicorn_philosophy
<https://kamaliganapathy.wixsite.com/portfolio>

EDUCATION

iCAT DESIGN & MEDIA COLLEGE, CHENNAI

2015 - 2018 | B.SC 3D DESIGN & RCHITECTURE

SRI SANKARA VIDHYASHRAMAM

2013 - 2015 | HIGH SCHOOL | 76%

ST. JOHN'S ENGLISH SCHOOL AND JUNIOR COLLEGE

2011 - 2013 | GRADE IX & X | 9.2 CGPA

ABOUT ME

With a work experience as colourful as a rainbow, if I had to pick one role or title that fits me best it has to be a storyteller. The range of experience I have gained over the seven years spanning different sectors within the creative field helps me derive ideas that are multi-faceted and intersectional.

X-FACTORS

Never out of ideas | Creative

Jill of many trades | Versatile

Either I know it or I can learn it | Quick learner

Believer in unicorns and magic | Optimistic

SKILLS

Content



Strategy



Design



Operations



Research



ACHIEVEMENTS

Co-built an Instagram page from 2.5K to 60K+ followers within a year

Nominated for Rising Star & Innovator of the Year awards for 2023 at The Nudge

33M+ views with a mention in TN's popular media portal

Part of the core team that delievred the most (yet) successful launch campaign for Cookd

CERTIFICATIONS

- Rethinking the Future - Architectural Journalism
- Copywriting 101

EXPERIENCE - HIGHLIGHTS

Nov'24- Jan'26 **COOKD VENTURES PRIVATE LIMITED**
BRAND MANAGER

- Managed multiple launch campaigns. Grew from a Content Creator to a Brand Manager in a span of 8 months.

Jan'23- Dec'23 **THE NUDGE**
CONTENT ASSOCIATE - YAP

- Social media script writing, social media curation, brand building, user research, social media strategy building and product development assist

Apr'22- Jan'23 **FREELANCING**
SOCIAL MEDIA & DESIGN

- Content writing, social media curation, brand building along with 2d and 3d designing for various brands

Feb'21- Mar'22 **MOONSTRUCK WEDDING PHOTOGRAPHY**
CREATIVE DIRECTOR

- Headed the social media content for 3 brands, assisted with client communication and supported in creative direction

Jun'19- Sep'20 **MARRIAGE COLOURS**
DESIGN AND MARKETING LEAD

- Headed the social media team for three brands
- Designed look books/e-books for weddings
- Created mood boards and 3d renders for weddings

2018 **INTERNSHIPS**

- Junior Designer at Sai Decors
- Assistant director at Ivy League Advertising
- Designer and Store Manager at Toran