

APURVA GIRI SUNDER

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EDUCATION

Boston University, Boston, United States

MS Advertising, Expected December 2024

Completed Coursework: Advertising and Marketing Strategy, Consumer Insights, Art Direction, Principles of Advertising, Creative Development

National Institute of Fashion Technology, Bengaluru, India

Bachelor of Design in Communication Design, June 2023

Completed Coursework: Marketing and PR, Consumer Psychology and Behaviour, Research Methodology, Data visualisation, Digital Design and Communication, Critical Thinking, consumer psychology, Colour Psychology, Print and Media, Media Studies, Design Psychology, Research Techniques Web Design, Branding and Promotion, Design Thinking, Art and Society, Illustration.

Harvard Business School, Online

Principles of Data Science, 2024

EXPERIENCE

Marketing and Communication Assistant, Questrom School of Business-Boston University, Boston November '23 - Present

- Working with the marketing team for day-to-day design requirements and print materials
- Involved in Brainstorming ideas and concepts for new promotional material
- Designing collaterals for the various events of the university
- conducting research within the student community to understand what works best for the institute

Creative Intern, MullenLowe Lintas Group, New Delhi January '23 - May '23

- Involved in Brainstorming, research and strategy ideas and scenarios for new campaign ideas and film ads
- Coordinating with creative directors and art directors to produce digital and print advertisements
- Working on different advertising awards for the agency
- Took part in a project with the planning and strategy team and learnt in dept about the department and its process
- Participated in various client meetings and business pitches over the course of my internship

Digital Art Intern, M&C Saatchi February, New Delhi June '22 - July '22

- Designed the creative campaigns for Shine.com, including creating a brand new set of design languages.
- Redesigned style guides for different projects to enforce visual design consistency.
- Designed website banners, social media posts, internal communications and other graphic design projects for Shine.com along with other clients of the agency.
- Assisted the creative director, strategy, copywriters, marketing team and client service to define, design, layout, review and prepare files for distribution on social media.

Art Director, ADLAB, Boston University, Boston Jan '24 - Current

- collaborating with copywriter to make artworks for Boston Interiors
 - Working on research, presentation design and client interaction
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VOLUNTEERSHIP

Volunteer, Foster and Forge NGO, New Delhi June '22 - Present

- Collaborated with the founder on redesigning their pitch document by creating a brand new set of design language to enforce visual design consistency.
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ACCOMPLISHMENTS

Head Organiser and Licensee, TEDxNIFTBengaluru

- Conceptualised the contours of the event centred around the theme 'Dear Society' in collaboration and secured a license to convene the event.
- Convened the event after a successful search for a sponsor, which involved:
 - Leading the organising committee to develop, delegate and implement the event planning with a team of 54 students from the campus;
 - Coordinating with the Campus Director to finalise the list of speakers and guests of honour for the event;
 - Engaging with vendors (such as decorators, photographers, videographers, and officiants) and sponsors ReshaMandi; and
 - Arranging the stage set-up, developing and finalising the designs and collaterals, handling the finances and sponsorships, marketing, PR and content curation.
- Received a letter of appreciation from the Campus Director, Ms Susan Thomas IRS.

SKILLS

Software: Adobe Suite, Google Suite, Mac Literate, Keynote, Procreate, Autocad, Bootstrap Studio, Figma, Microsoft PowerPoint,

Soft Skills: Strong organisational skills, multitasking in a fast-paced environment, easy adapter and quick learner, pay close attention to detail, critical thinker

Awards

- Gold Level, The Duke of Edinburgh's Award
- 1st in Marketing Mania Competition organised by Enactus Lady Sri Ram College, New Delhi
- Top 25 winning entry in poster design competition - Typoday 2021 by IIT Bombay

Professional Certifications

- Copywriting that sells - Terribly Tiny Tales - 2023
- Keyboard Grade 3, Trinity College London
- Music Theory Grade 2, Trinity College London

Languages

- **English** - Full professional proficiency
- **Hindi** - Full professional proficiency
- **Tamil** - Native proficiency