



AMIT K. SRIVASTAVA

Brand Communications Specialist for Universities,
Hospitals and Schools

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PROFESSIONAL SUMMARY

- Proactive advertising and brand communications professional with 22+ years of experience in internal and external communication, advertising and social media.
- As a copywriter and script writing professional, I possess exceptional writing, editing and research skills.
- At present, I am leading the advertising communication department of Sharda University & Sharda Hospital.

KNOWLEDGE & SKILLS

Primary

Creative conceptualization, writing and execution of:

- Brand campaigns across all media including:
 - Print (newspaper & magazine advertisements, brochures, posters, standees)
 - Digital (content writing for websites, creative campaigns for Facebook, Instagram & Twitter)
 - TV spots
 - Radio jingles
 - AV Films
 - Creatives for Exhibition Stalls & Pavilions

- Writing articles, advertorials and press releases for newspapers and magazines
- Development of Internal Communication Materials

Secondary

- Supporting PR team in executing brand communication strategies
- Managing creative team of art directors, graphic designers and photographer.

9+ YEARS EXPERIENCE IN THE EDUCATION INDUSTRY

6 years for Amity Education Group from 2009 to 2014

- Amity University Noida, Dubai, Lucknow, Gurgaon, Jaipur and Gwalior
- Amity London, Singapore, Mauritius and USA
- Amity International School and Amity Global School
- Amiown – Amity's Pre-School

3+ years for Sharda Group from 2017 onwards

- Sharda University Greater Noida and Uzbekistan
- Sharda Hospital

CAREER ACHIEVEMENTS

REBRANDING OF SHARDA HOSPITAL

Sharda Hospital was being looked upon as a teaching hospital. I brought in the concept of 'THE ONLY HOSPITAL IN THE REGION' to highlight unique achievements of Sharda Hospital. So far, patients from 40+ countries have visited Sharda Hospital.

LAUNCH OF SHARDA UNIVERSITY UZBEKISTAN

I played a pivotal role in the 360 degree advertising strategy for the launch of Sharda University Uzbekistan campus. It is being projected as the first independent private university in Uzbekistan.

LAUNCH OF MY GALAXY (India's largest mobile rewards programme)

I played a pivotal role in the launch of My Galaxy, a rewards programme by Samsung. From brand positioning to conceptualization and entire content creation, I was instrumental in setting the tone of things to come.

LAUNCH OF AMITY B. SCHOOLS IN LONDON & SINGAPORE

Amity is India's largest education group. I was instrumental in setting the communication tone for the launch of Amity's B.Schools in London and

Singapore through a variety of mediums – web, brochures, print campaigns and direct mailers. I also worked on Amity’s various campaigns for universities, schools and pre-schools.

REBRANDING NORTON ANTI-VIRUS

I wrote the entire radio campaign for Norton anti-virus where we rebranded it totally as ‘Aapke PC ka life partner’. What was unique about this was that only radio as a medium was used and it was a grand success.

LAUNCH OF RADIO ONE IN KOLKATA

When Radio One was about to be launched in Kolkata, I designed a series of unique outdoor campaigns on ‘Reserve your Ear’. It stood out and gave Radio One a great launching pad.

EMPLOYMENT HISTORY IN CORPORATE ORGANISATION

SHARDA GROUP – Sharda University & Sharda Hospital

From May 2017 till date | Creative Head – Digital Marketing

EMPLOYMENT HISTORY IN ADVERTISING AGENCIES

CHEIL INDIA (THE ADVERTISING AGENCY FOR SAMSUNG)

From Dec. 2014 till October 2015 as Creative Director – Copy

IMAGIC COMMUNICATIONS

(THE ADVERTISING AGENCY FOR AMITY GROUP)

From Jan. 2009 till Nov. 2014 as Creative Director – Copy

IBD INDIA

(PART OF THE PERCEPT GROUP)

From Aug. 2005 till Dec. 2008 as Associate Creative Director – Copy

QUANTUM COMMUNICATIONS

From Apr. 2001 till July 2005 as Sr. Copywriter

CRAYONS (KATHMANDU)

From Jan. 1999 till Mar. 2001 as Copywriter

BRAND CAMPAIGN FOR LEADING ORGANISATIONS

- Sharda University
- Sharda Hospital
- Samsung Electronics

- Microsoft
- Amity University
- Norton Anti-virus
- Make My Trip
- Radio One
- Crompton Greaves
- Dettol
- Delhi Police
- Delhi Government
- India Trade Promotion Organisation
- Indian Oil

EDUCATIONAL QUALIFICATIONS

- MA - Economics from CCS University
- PG Diploma in Advertising & PR from YMCA
- BA (Hons.) – Economics from Delhi University

PERSONAL INFORMATION

- Born – March 28, 1973
- Marital Status – Married with one daughter
- Wife working as Asst. Finance Officer in BSES Rajdhani Power Limited (A Delhi State Govt. enterprise)