

abhilasha sinha

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Abhilasha, an accomplished creative leader, boasts over 15 years of experience in the advertising and marketing field. Throughout her career, she has led creative teams in a diverse range of industries, including beauty, fashion, beverages, luxury, and technology. Abhilasha's work is strongly influenced by strategic insights, cultural factors, people, data and technology, with a deep-rooted sense of empathy forming the cornerstone of everything she does. As a leader, she motivates her team to strive for excellence and to stay abreast of the latest design and cultural trends. Abhilasha's area of expertise is in advertising campaigns, content creation and producing social creatives for a range of brands across mobile, digital, and offline mediums.

Signature Achievements:

1. Successfully expanded Hogarth's creative department by recruiting and mentoring new talent, while also focusing on acquiring new clients and establishing teams for them.
2. Spearheaded numerous global advertising campaigns for Meta's Instagram, tailored specifically to the Asian, Latin American, and North American markets, resulting in a 22% increase in user acquisition.
3. Responsible for Jameson's, Absolut, EY and Clinique's digital and social initiatives, collaborating with strategists on seasonal paid campaigns and always on content for various platforms such as Facebook, Instagram, Tik Tok, Twitter, and Pinterest.
4. Received two international design awards from HOW for sustainable advertising on Thread channel, a fashion startup, and the annual report design for Bloomberg. Awarded the Gold award by Graphis for Thread Channel's sustainable advertising.
5. Designed an Ernst and Young haus, a digital experience showcased at the Davos World Economic Forum.

experience

Creative Director

Hogarth (a WPP Company) 📅 2017–Present 📍 New York, NY

Clients: Instagram, Absolut, Jameson, Boots No7 & Clinique

- Created videos, product design, packaging, mobile-first design, out-of-home (OOH) and retail solutions for the clients listed above, and presented the work to C-suite level clients.
- Skilled in answering briefs and collaborating with cross-functional team members to brainstorm and develop innovative solutions. Experienced in leading projects from the strategy phase to execution and production.
- Developed a team of art directors, writers, designers, and animators with a clear vision and empowered them to reach their full potential.

Creative Director

Thread Channel 📅 2016–2017 📍 New York, NY

- Led the product design for this fashion app.
- Guided a team in developing content for their app and social media platforms.

Creative Director

Bloomberg Associates 📅 2016–2017 📍 New York, NY

- Collaborated with Bloomberg Associates to generate content for their philanthropic initiatives aimed at cities such as Los Angeles, Rio de Janeiro, Mexico City, and Kansas City.

Senior Art Director

J. Walter Thompson (a WPP Company) 📅 2010–2016 📍 New York, NY

Clients: Bloomberg, Macy's, Microsoft, UBS, Chase, and ANN INC

- Managed the design team to develop 360 integrated visual campaigns.
- Directed product design for aforementioned clients, collaborating with writers, strategists, and engineers.
- Produced social media campaigns for Macy's, UBS, and Bloomberg.
- Received the Grand Prize for Bloomberg's Facebook game "The B.P.I."

Art Director

Ogilvy (a WPP Company) 📅 2008–2010 📍 New York, NY

Client: Six Flags, Sears, SAP, Vaseline, TD Ameritrade, Siemens and Medco

- Crafted advertisements and websites for the aforementioned clients.
- Developed branding and advertising campaigns for Motorola..
- Secured new business pitches for Vaseline and IHG.

education

Masters- Pratt Institute

New York | New York 📅 2006-2009

recognition

2022 Won 2 Telly Awards for World Women's Foundation

2022 Invited to NASDAQ to ring the closing bell for International Women's Day

2019 personal project *Tiny Wins* was selected and displayed by NYC Link all over New York City

2019 finalist in YCombinator Hackathon

2017 **Graphis Gold Award** for Thread Channel's sustainable fashion campaign

2017 **How International Design Award** for Annual Report Design for Bloomberg

2017 **How International Design Award** for sustainable fashion ads for Thread Channel

2017 **Communications Arts** shortlisted for sustainable fashion ads for Thread Channel

2016 **In-Plant Graphic Gold Award** for Bloomberg's Annual Report Design

2012 **Creative Excellence Awards** First Prize for Bloomberg's Multimedia Campaign

2011 **iNova Awards Grand Prize** for Bloomberg's Facebook game called "The B.P.I."

2011 Chosen as a guest speaker at Pratt Institute for their 125th year anniversary

2009 Work featured in One show Student Annual Exhibition

2008 **D&AD + I HAVE AN IDEA** Featured a video created for them

interests

Photography Yoga Traveling

Sports Fashion Innovation

Startup Advising Sustainability

Mentoring Personal Projects