

Eshna Malhotra



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SKILLS AND PROFICIENCIES

- Networking with people and building relationships for business opportunities
- Teamwork, multitasking, and attention to detail
- adobe photoshop ,illustrator, editing films

EDUCATIONAL BACKGROUND

English college Dubai

UAL (University of the Arts London)
LCC (London college of communications)- media communication 2021-2024

CAL ARTS - online graphic design graduate

WORK HISTORY

EMDI Institute of media and communication

Dubai 2018

was with the media and advertising firm where I was doing their graphics. I was given multiple tasks such as designing a wall mural for their alumni and recreating a yearbook for their company. The yearbook I created for EMDI was for the company's alumni which were then handed out to almost 500 people at their award ceremony.

Event management course EMDI

also did a one week course on event management with them where I had to attend lectures on event management. After learning the basics of event management I put my practice into reality. I had to organise a children's event at dragon mart 2 which is a new mall that opened in Dubai and helps advertise for them. The event overall was pretty successful as many people attended. I also had to help the company find partnerships that would come for their end of the year awards ceremony.

Penny for many initiative

Dubai & Banglore 2019-2020

3 years ago I started my own charity based in Dubai. I started my own non-profit initiative to help intellectually challenged people in India and cancer patients who can't afford food. By using one of my strengths and passions I came across the idea of painting on bags and selling them for charity. Using social media created a trend on social media ' #maskitup' this was so successful and I was able to raise enough money for the poor for at least a few months. The non-profit organisation penny for many is still running and we do events in exhibitions such as Numaish however with the corona situation I haven't been able to do much.

WORK HISTORY

CODE 8 Studio

Dubai 2021

I interned with the advertising agency where we grew big brand conglomerates and creative deliveries through the form of marketing. When Interned with them I worked on the repackaging designs of Pringles for their hot and spicy chips in the UAE. Where we successfully delivered a collaborative design that differs from their competitors. I then worked on a manifesto for the UAE water brand Al ain water and came up with a billboard idea for the EXPO 2020 3D model campaign they are exhibiting. Furthermore, I also helped with the Galaxy chocolate Ramadan ad which was launched for 2021 Ramadan.

Protoplasm Studio

London 2021

I worked with them as a head senior graphic designer and helped them revamp their website. After making their website on illustrator I also helped one of their clients design their app which is called happily ever after (getting launched in Singapore), it is a health care app that works similar to apple health but with more features.

MVM Enterprise Events

London 2022

I worked here doing their social media marketing for the company. Where I would come up with creative quirky content ideas in order to make posts and engage with audiences. I also extended their social media and made a youtube and TikTok account and increased their Instagram following by 45%. Along with working on their social media I would research and help find sponsorships for the company to host events with a twist at different locations and styles.