



STRATEGIST APPLICATION

Department: _____

Name & Roll No.: _____

Hostel & Room No.: _____

Phone No.: _____

Email address: _____

SHAASTRA 2018 APPLICATION CONCEPT AND DESIGN CREATIVE BRANDING AND DESIGN STRATEGIST

The Creative Branding and Design Strategist will be responsible for managing the Creative Branding and Design sub-vertical along with the cores. He or she will also be responsible for ideating and mentoring with respect to posters and online marketing.

INSTRUCTIONS:

- The position is open for current second years and above. All PG students are welcome to apply for this position.
- The entire application **should not exceed 7 pages**
- The number of ideas does not matter if not validated properly. Each idea should be thoroughly thought through before being included in the application
- The application will be your bible for the next year. Ensure that it is a “plug and play” application
- Deadline for submission: **11.55 pm, 12.04.2017**
- The applications have to be uploaded in the portal in PDF format with the subject as "Shaastra 2018_ CreativeBrandingAndDesignStrategist_<your Name>_<your roll no>".
- Please meet current cores and previous year (Shaastra 2017) team

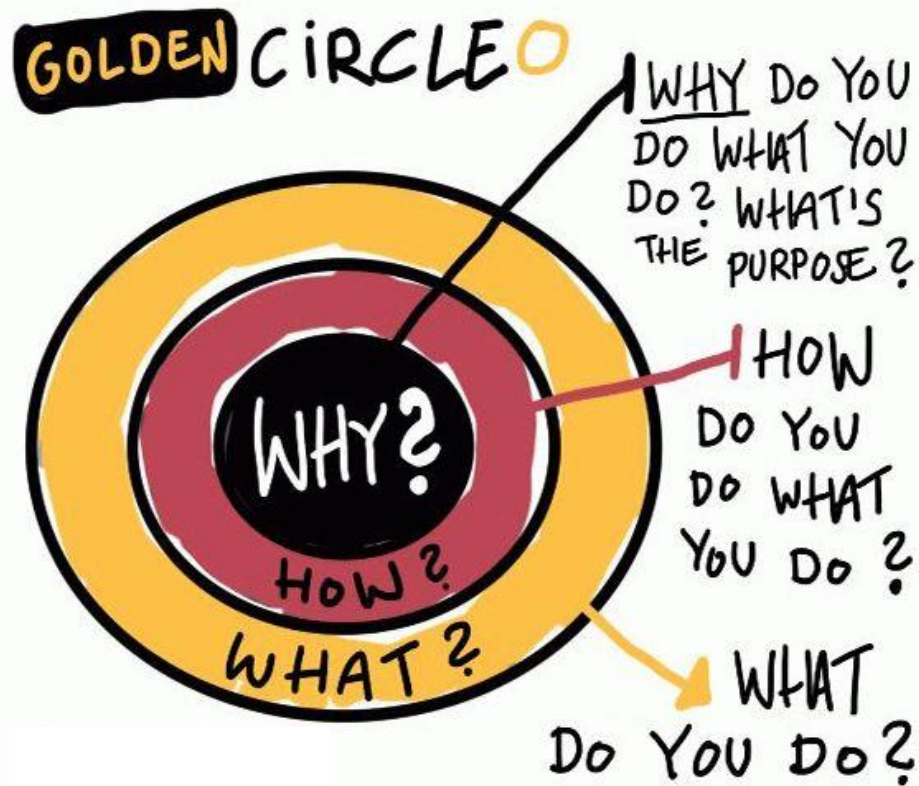
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|---------------------|------------|
| Anshul Kumar | 9816149508 |
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Previous Cores

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| Abhijit Gupta | 9940439339 |
| Neil Pendse | 9176283794 |

- Skillset requested from applicants – None! Just enthu is enough
- Your very own Shaastra journey has begun. Please make sure you have fun along the way. All the best.

The key to any successful undertaking is to understand the Golden circle. Please answer all questions below, after giving this a thought.



Questions:

Q1. What is your vision for the Creative Branding and Design team? List out the positives and negatives of the previous team and highlight the possible solutions.

Q2. Provide initiatives to improve the working culture and the team bonding, and discuss their implementations and feasibilities. Also, discuss how you plan to approach mentoring.

Q3. How do you plan to approach Facebook and incorporate it in the work profiles of the Creative Branding and Design coordinators? Mention any initiatives to improve our presence on Facebook, and the role of the coordinators in them. Go through the Facebook pages of other fests and understand their strategies.

Q4. Discuss your new initiatives for the Creative Branding and Design team and elaborate on the execution and feasibility.

Q5. Mention your credentials and references. Provide a link to your portfolio or to your works.