

PORT- FOLIO

Sakshee Kale

An abstract graphic on the left side of the page. It features a large yellow triangle pointing downwards and a large black triangle pointing upwards. They meet at a single point in the center of the page, creating a white triangular gap between them. The yellow triangle's top edge is horizontal, while the black triangle's bottom edge is horizontal. The overall shape formed by the two triangles is a large, irregular shape that tapers towards the center.

The Glitch

1.

LinkedIn | Swades



क

क से काम की बातें,
अपनी भाषा में।

लिंक्डिन, अब हिंदी में भी।

LinkedIn

स

स से सफलता की मिठास
बाँटिये, अपनी भाषा में।

लिंक्डिन, अब हिंदी में भी।

LinkedIn

‘Swades’ was a launch campaign for LinkedIn in Hindi language. With digital, print and outdoor pieces, this campaign reached pan India through these different mediums.

KRA's for Swades:

1. With good grasp on the Hindi language, I was working closely with the Hindi writers for the inception of copy.
2. Working on social ideas for the campaign- pre-buzz, launch and sustenance.
3. ORM through post responses as LinkedIn.

2.

LinkedIn | Space For you



‘Space For You’ was a major campaign for LinkedIn that went live during the IPL. This campaign was not only launched digitally but was aired on major Star TV channels (star sports, star movies and star plus) as well as OOH.

From scripting to shoot to final edit and deployment, I was actively a part of this campaign and got to contribute at every stage.

KRA's for Space for You:

1. Scripting and incorporating client changes and suggestions through the various feedback rounds.
2. Briefing production houses with the finalised script as well as actively looking for suitable music options for the ad film.
3. Social ideas for launching the campaign digitally.
4. Coordinating with the editors for the final edits of the various cuts of the film.

3.

Bru | Spoonful of Luxury



‘Spoonful of Luxury’ was the first ad film which was conceptualised, articulated and overlooked by me, under the supervision of my CD.

KRA's for Spoonful of Luxury:

1. Scripting and incorporating client changes and suggestions through the various feedback rounds.
2. Briefing production houses with the finalised script as well as actively looking for suitable music options for the ad film.
3. Making sure the film is shot as per the referencing.
4. Coordinating with the editors for the final edit.

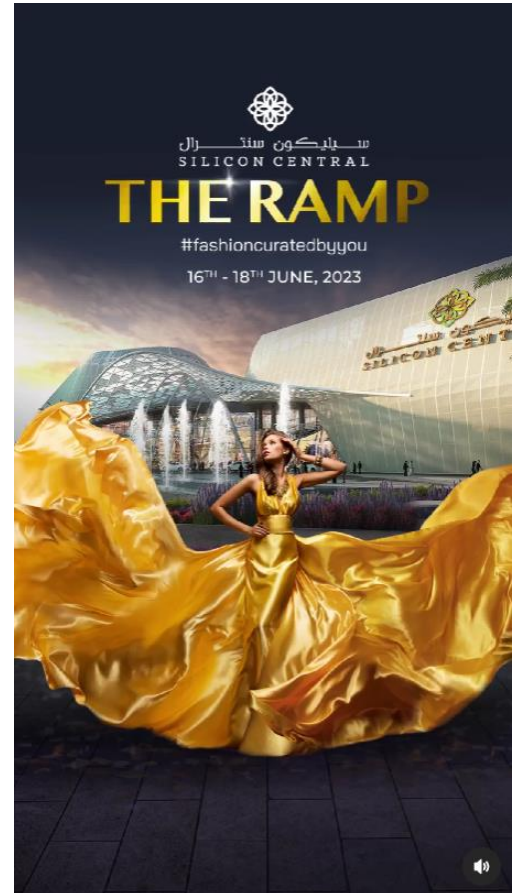
Link: <https://www.youtube.com/watch?v=cYx4HOaIAB4>



DViO Digital

1.

Lulu | Silicon Central The Ramp



A digital first campaign, 'The Ramp' was the biggest fashion show in Dubai for which I planned a 3-phase digital campaign- Pre-launch, launch & sustenance.

KRA's for The Ramp:

1. Creating a digital first campaign with promotional ads.
2. Briefing design team with the finalized concepts as well as actively looking for suitable music options for the posts.
3. Making sure the campaign is flowing well and incorporate client feedback at every stage.
4. Coordinating with the editors and Client Partners for the final edit.

2.

My 11 Circle | Tactical Bytes

As this IP is still in process, I cannot include relevant videos and images.

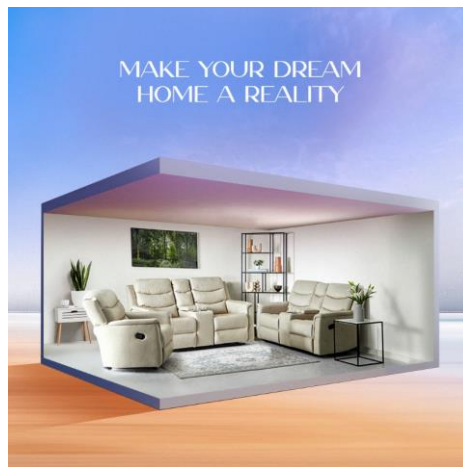
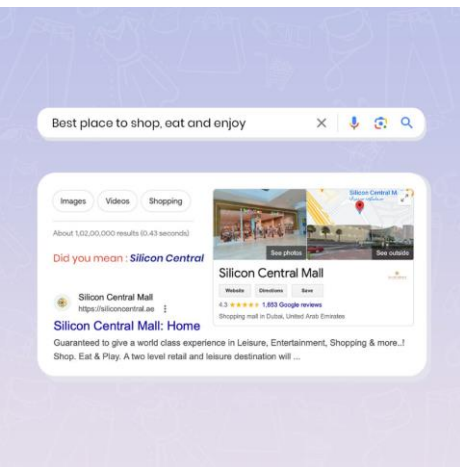
KRA's for Tactical Bytes:

1. Writing scripts for digital first promoted content.
2. Briefing production house with the finalized concepts.
3. Being an active part of the shoot by making sure the scripts come to life correctly.
4. Coordinating with the editors and Client Partners for the final edit.

BAU Content

I am well-versed with BAU and hygiene content. I have also created strategies for lead-generation, follower growth as well as audience retention.

Creatives:



An abstract graphic on the left side of the page. It features a large yellow triangle pointing downwards, which is partially overlapped by a larger black triangle also pointing downwards. The black triangle is positioned to the left of the yellow one, creating a white triangular gap between them.

Advertisement Samples

Created For: College Assignment

1. Embellish Décor- Graduation
2. Kalopsia- PG
3. Concepts

Created Using: Photoshop

1.

Brand

EmbellishDecor

www.embellishdecor.in



About the Products

Embellish Décor is a home décor brand which focuses on products that give your home a personality. All the products available at Embellish are made using recycled and up-cycled material which makes the décor sustainable.

Products at Embellish are quirky and colourful which provide that pop of vibrancy to your homes.

Our products range from curtains, pillows and upholstery to kitchenware as well as bath essentials, side tables, show pieces, lamps and other items needed to vivify your living space.



Brand Image

A] How should customer look at the product?

Embellish is the only brand creating quirky yet sustainable décor in the market currently. Customers should view our products not as a need but a want. Something which stands out yet blends in. Products which add colour as well as class, married to each other in a beautiful manner.

B] How do customers view competition?

When a customer is looking for quirky home décor, there is no one place where the customer can find everything required to decorate a living space. There happen to be brands, such as Parachute, which provide sustainable furniture but no brand provides a variety as wide as Embellish under one roof. Elementary is not a competitor of Embellish as their products are sustainable but not quirky.

Bring Your Home to Life

Embellish Décor
www.embellishdecor.in

Visit us to checkout the stunning range of living room accessories

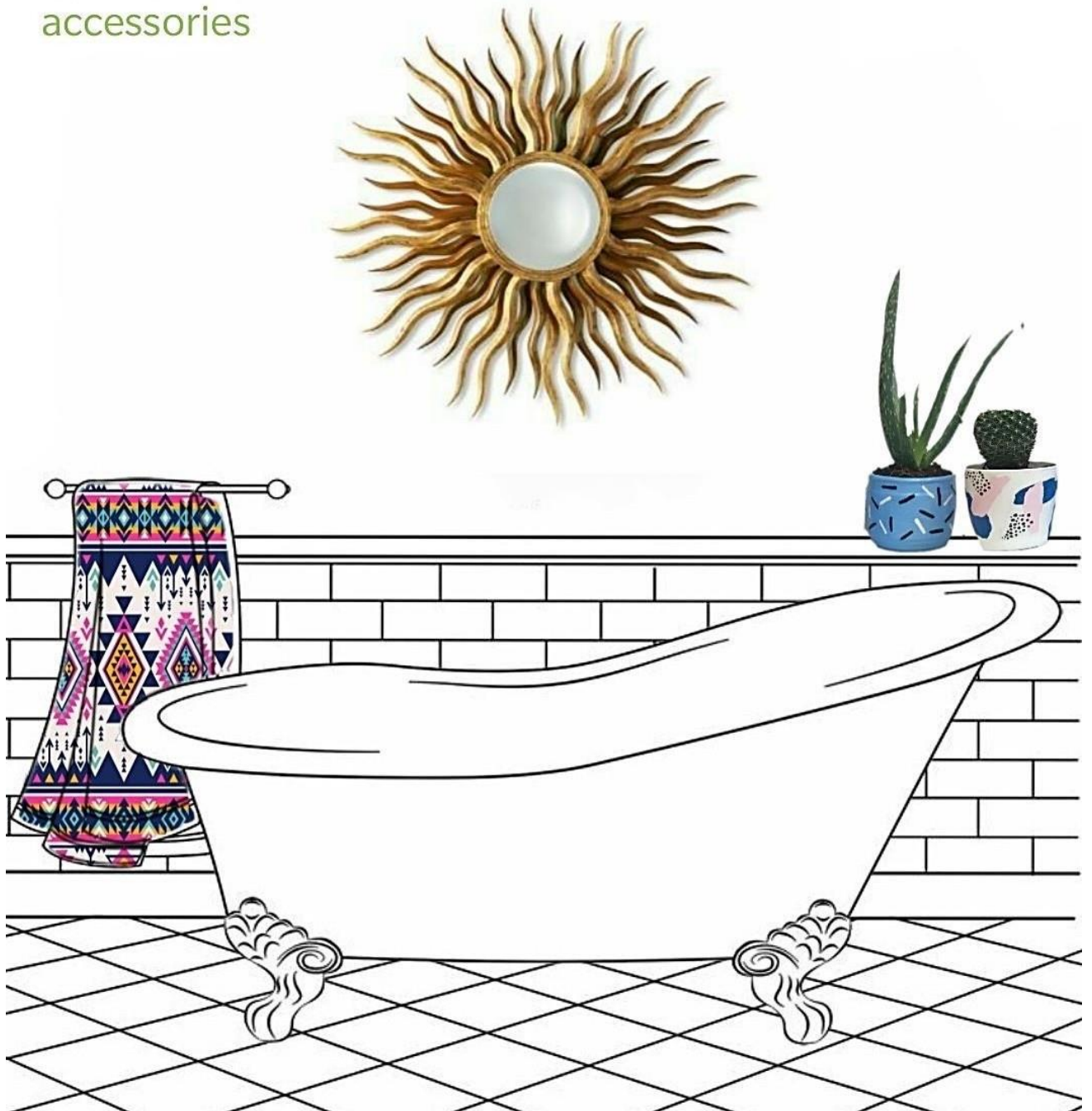
Made from sustainable and up-cycled material, we at Embellish believe in quintessential quirk without causing harm to mother nature.



Bring Your Home to Life

Visit us to checkout
the finest range of
bathroom ware and
accessories

Made from sustainable
and up-cycled material,
we at Embellish believe
in quintessential quirk
without causing harm
to mother nature.



Bring Your Home to Life

Visit us to checkout
the sensational range
of bedroom ware and
accessories

Made from sustainable
and up-cycled material,
we at Embellish believe
in quintessential quirk
without causing harm
to mother nature.



2.

Brand



We live in an instant world where everything right from food to fashion is fast. If a coffee can be on the go, why can't make-up?

We, at Kalopsia Cosmetics, are redefining make-up through our contemporary ways without overlooking the true essence. We believe in hassle free make-up which is perfect and flawless for enhancing your beauty.

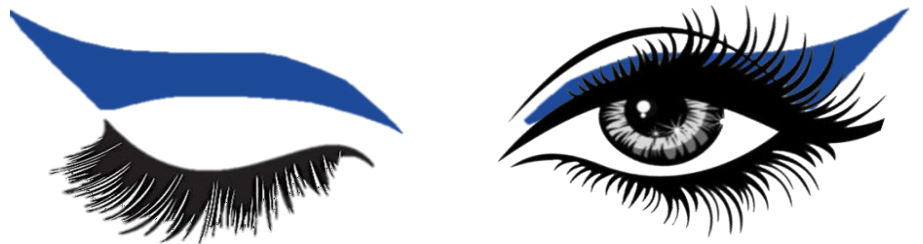
With a wide range of convenient products, Kalopsia believes in make-up for all which is affordable, long lasting and easy on the skin.

Product

An eyeliner makes or breaks any make-up look. Why struggle to make your eyeliner symmetrical when you can put them on in seconds.

Peel. Stick. Slay. With all new **Wing It** stick-on eyeliner range

Available for every occasion and eye types- hooded, wide or narrow, **Wing It** has you covered.



Target Group



16 to 35 y/o

Females

Students and working professionals

Metro cities, Tier 1 and Tier 2 NCCS A and B

- Girls and women who are looking for instant and quick product options
- Who live a fast paced life and don't get time for themselves due to the same

Packaging



- Fun, attractive and quirky
- A tropical vibe as it is associated with vacation and that is exactly how it feels like putting on this product
- QR code to view the brand website



Flawless Hassle Free On-The-Go

Wing It Like
Nobody's Business



Available now at all
major stores

www.kalopsia.com



Stick On.
Hassle Free.
On-The-Go.

Wing It Like Nobody's Business

3.

Concept

Instagram Campaign for Dewar's Double Your Happiness with Dewar's #DoubleIsBetter

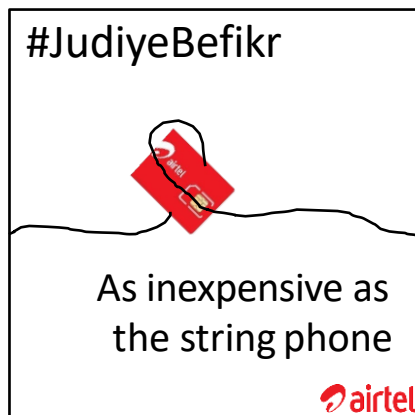


Concept

Creative Brief

- Brand: Airtel
- Product: SIM card
- Objective: To increase the customerbase
- Features, Benefits & Values: Affordable SIM, Cheaper tariffs
- Tone of the Ad: Informative, Authentic, Friendly
- Strategy: Promoting Airtel as a brand
- TG: Youth of Mumbai (12-25yr/o)
- Competitors: Jio

Social Media Carousel





BusShelter



Internship Work

1. Agency: Pratisaad
Client: Amanora Mall
2. Agency: Setu
Client: Creativity Mall
3. Agency: The Glitch
Client: LinkedIn, Pepperfry

1.

Copies for Digital

#TrendingThisMonsoon

Be the chic, elegant and fun you
Embrace playsuits

Desc:

Playsuits are trendy as well as one of the most practical monsoon outfits. They are breathable, comfortable and come with easy layering options. Head to Amanora today and make a statement with playsuits.

#TheMonsoonMakeover

This Monsoon,
Primer up!

Desc:

Primer should always be your best-friend. Primer will help prevent your foundation from melting off and will keep your make-up in place through the worst of times. Visit Amanora Mall today and select the suitable primer for your skin tone.

#HomeDecorTips

Bring your personality to the apartment
With some fun throw pillows

Desc:

In a living space, the smallest of decorations can make a big impact. So add some bold colors and quirky patterns to enhance your home's style quotient. Buy the home decor which defines you, only at Amanora mall.

Things Millennials Should Consider Before Buying Furniture


In today's world, everything is already pretty hard as a young adult - shifting to a new city, juggling between college and job, finding time to socialize in spite of dealing with various responsibilities. While there already might be a lot on your mind, let us make setting-up your living space a little less troublesome for you.

The difference between having a space (rented or owned) and having a home is the furniture you place in it. Furniture reflects your personality and there are various factors which come into play while selecting a certain piece. Whether it fits in your budget, does it go well with the rest of your furniture, is it easy to maintain and is it the right size for your living space are a few aspects to be considered.

Another important criterion is whether the furniture is trendy. In the 21st Century, trends are highly influenced by younger buyers. With the millennials being 'awake' and much more concerned towards our shrinking planet, sustainable furniture has hit the markets and is the new trend.

Some of the other facets which should be kept in mind before going furniture shopping are:

Furniture with a Smaller Profile: With the apartments getting smaller, going for furniture which takes up less space results in your apartment looking cosy and spacious at the same time. Instead of a big sofa, go for recliners and chairs with smaller profile as they create the illusion of space and an open furniture layout.



Multifunctional Furniture: In smaller spaces, you need furniture which performs more than one function such as sofa cum beds or seating with storage units. This type of furniture plays a major role in de-cluttering your home without any additional furniture pieces.

Technology Accommodating Furniture: With the advancement in technology and home automation, look for furniture which provides space and plug points for all your devices. Similar to television units, which are good for space management and connectivity, there are side tables and pull-out shelves with the availability of charging points.

Say Yes to Vintage: Vintage furniture adds a different style to the home and using such furniture is also a way of going green. Most vintage furniture is either passed on or restored and is slightly touched-up. It is made from almost negligible amounts of toxic materials and is durable. Vintage furniture is less expensive which makes it perfect to achieve a rustic look that is easy going on your pocket.

Durable Fabric: Make sure to select furniture with fabric and upholstery which is easy to clean and is durable. This will increase the life span of your furniture and make it look new for longer.

Buying furniture might make you feel like a lost kid at the candy store but we hope this article makes it easier for you to select the right type of furniture for your home. Make sure to do a little research and weigh out the pros and cons before finalising any furniture and while you are doing so, do drop by at Creaticity - your one stop shop for all your furniture needs. Here, you can select, from a wide range of furniture and home décor brands and styles, the one which is suitable for your home and fulfils your requirements. Visit Creaticity today to finish setting up your home.

3.

The Glitch – Social posts

1. LinkedIn World Student's Day<[link](#)>
2. LinkedIn Diwali Post<[link](#)>
3. LinkedIn Content< [link](#)>
4. Pepperfry Diwali Post<[link](#)>
5. Pepperfry Studio Launch<[link](#)>
6. Pepperfry Polls <[link](#)>



Blogs

1. Freelancing:
Les Danseuses Academy
of Ballet
2. Northpoint WebsiteBlog



Links

- Worked as content writer for the ballet academy. Interviewed students and wrote about their journey with the academy.

[Ballerina of the Month – October 2020 | Lesdanseusesacademy](#)

- Wrote and edited blogs for Northpoint.

[http://blog.northpointindia.com/the-consumer-psyche/](#)



Personal Write-Ups

Links

1. **Short Story:**

Won 'Author of The Week' for submitting this story to Storymirror (Online content sharing platform)

Link: [storymirror](#)

2. **Blogs:**

- Internet Culture

Link: [generationofinternet](#)

- Lights Will Guide You Home

Link: [spinditty](#)



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