



dkmalkan@syr.edu | 240.383.8845 | Washington D.C. 20007 | www.divyamalkani.com

EXPERIENCE

Newhouse Capstone, Art Director

January 2014-April 2014, Syracuse, NY

- Worked with a team of 5 to create and pitch a fully-integrated campaign for HBO through a Newhouse partnership with 360i
- Responsible for situation analysis and credentials books, 4 print and 4 billboard advertisement designs, website, app, ambient and Twitter feed mockups, as well as 16 presentation boards
- Placed 3rd out of 9 teams

The Newhouse Advertising Agency, Art Director & Designer

January 2012-March 2014, Syracuse, NY

- Prepared and presented a fully-integrated campaign to Palio+Ignite introducing a new vitamin targeting doctors
- Created 1 banner and 3 print advertisements, a mircosite mockup, a brochure design and trade show materials
- Awarded best overall campaign by Palio+Ignite and "Best Creative" by The Newhouse Agency

Bethesda Magazine; Arlington Magazine, Design Intern

May-August 2013, Bethesda, MD

- Designed client advertisements, 4 magazine spreads and website content to promote articles of interest
- Created layouts for various sections: Women in Business, Physicians, Senior Citizens, and Restaurants

TBWA\Group Singapore, Creative Intern

May-June 2012, Singapore

- Created 3 bus stop advertisements and a promotional umbrella design for Standard Chartered Bank
- Collaborated with Art Director to design a logo and 6 placards for the launch of Scoot, a subsidiary of Singapore Airlines
- Participated in daily Creative briefings and brainstorming sessions

Synergy Enterprises Inc, Graphic Designer

June-August 2011, Silver Spring, MD

- Designed brochures, company information sheets, and presentation templates for a government contracting company
- Created cover pages for 5 government proposals as a member of the Communications Department

South Asian Students Association, Public Communications Director

October 2011-May 2014, Syracuse, NY

- Designed a new logo and banner to revamp image
- Creating posters, flyers and online content for monthly events
- Increased Facebook total reach from 41 to 6,188 views

EDUCATION

Syracuse University

S.I. Newhouse School of Public Communications

B.S. Advertising, May 2014

- Emphasis in Advertising Design
- Minor: Religion and the Media
- Dean's List

SKILLS

Microsoft Office

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Final Cut Express

HTML/CSS

Social Media: Facebook,

Pinterest, Wordpress, Tumblr,

Instagram

Databases: MRI+, Simmons

OneView, Mintel, LexisNexis

Fluent in Hindi

Limited knowledge of Marathi,
Spanish and Arabic

#whyme

#vividimagineer

#multitasker

#adobeguru

#travelbuff

#problemsolver

#designaficionado

#hardworker

#teamplayer

#detailmaster