



ASPIRING CREATIVE STRATEGIST

GAVINDRA KOWLESSAR

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EDUCATION

**BARUCH COLLEGE | CITY
UNIVERSITY OF NEW YORK**



BBA in Advertising Minor in
Psychology, May 2021
GPA: 3.38

ACTIVITIES

ACCOUNT PLANNER



AAF National Student Advertising
Competition Presented by
Tinder | Sept 2020-May 2021

- Collaborated with Research, Media and Creative to develop "Find your Flame" campaign for Tinder that won award for "Best Tagline" and placed fourth regionally
- Conducted secondary research in IBISWorld, WARC and MRI Simmons Insights to examine Gen Z consumers and Tinder's competitive landscape
- Facilitated primary research via Qualtrics surveys and in-depth interviews to discover insight that Tinder is more than just a casual hookup app for Gen Z, it's a lifestyle tool that smoothes their chaotic transition to adulthood

PERSONAL PROFILE

Hi, I'm Gavindra but you can just call me Gavin. I'm interested in being a creative strategist at an advertising agency because I want to meaningfully impact culture and tell new stories about brands that inspire people. I am an ENTP on the Myers Briggs Personality Type Indicator (MBTI) which basically means I am a big picture thinker who is curious and open minded about the world around me. My personality type gives me the power to analyze research and mine those golden insights that will take brands to the next level. Something else you should know about me is that I'm a huge psych nerd not just because it's interesting but also due to the fact that every good strategist must be a lifetime student of human nature. Psychology is just one of my many interests, I am also a car enthusiast, fan of mixed martial arts and lover of video games.

EXPERIENCE

STRATEGY INTERN



TOYOTA

Saatchi & Saatchi LA | June 2021

- Utilized Mintel, WGSN, AdAge and Foresight Factory to procure cultural trends amongst young Millennials that would inspire the creative team during the high level conceptual stage for the debut of a new Toyota vehicle
- Uncovered insights from survey data to guide a return-to-office strategy that increases job satisfaction of over 600 Saatchi employees
- Surveyed the landscape of Gen Z consumers and developed a communications strategy to help Toyota engage with a younger audience
- Pitched a Trigger Warning emoji to Unicode to help vulnerable communities take back control over the media they consume

SKILLS

- Excellent communication
- Database research
- MS Word, Excel, Powerpoint
- Google Drive
- Data-inspired creativity