

GAVINDRA KOWLESSAR

CONTACT

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EDUCATION

BARUCH COLLEGE | CITY UNIVERSITY OF NEW YORK



BBA in Advertising Minor in Psychology, May 2021

PASSION PROJECTS

ACCOUNT PLANNER



AAF NSAC Presented by Tinder | Sept 2020–May 2021

- Collaborated with 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 a casual dating app for Gen Z, it's a lifestyle tool that smoothens their chaotic transition to adulthood by offering diverse social experiences

PERSONAL PROFILE

Hi! My name is Gavindra but you can 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'm 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. I'm also a car enthusiast, fan of MMA and lover of video games.

EXPERIENCE

FREELANCE STRATEGIC COORDINATOR



Saatchi & Saatchi LA | Aug 2021–Present

- Curated Post-COVID trends/case studies in gaming, shopping and entertainment to inspire Toyota Sales Event 2.0
- Developed top-line reports of focus groups with Toyota intenders to gauge effectiveness and improve strategy for the "Multi-Model Let's Go Places" campaign
- Prepared creative briefs and strategic guidelines to optimize the use of the character Jan as a brand device for Toyotathon

STRATEGY INTERN

Saatchi & Saatchi LA | June 2021–July 2021

- Utilized Mintel, WGSN, AdAge and Foresight Factory to procure cultural trends amongst young Millennials that would inspire the Creative team during the conceiving 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
- Spearheaded landscape analysis of young consumers and developed a strategic playbook on how Toyota should communicate with Gen Z

SKILLS

Excellent communication • Database research • MS Word • Excel • Powerpoint • Google Drive • Data-Inspired Creativity • Deck Design