

SANYA KARNANI

ADVERTISING & BRANDING

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PROFILE

Student at the Savannah College of Art and Design. Proficient in all aspects of design, art direction, video editing, copywriting, and content creation. With experience in delivering cohesive, high-quality solutions across diverse media platforms.

SKILLS

HARD SKILLS

Art Direction, Branding Strategy, Creative Concept Development, Visual Storytelling, Typography, Photography Direction, Campaign Management, Content Creation, AI Integration & Tools.

SOFT SKILLS

Leadership & Team Collaboration, Strategic Thinking, Attention to Detail, Adaptability, Time Management & Prioritization, Communication & Persuasion.

TOOLKIT

Adobe Creative Suite, Figma, Procreate, Canva, Google Analytics, Microsoft Office, Keynote, Miro.

CO - CURRICULAR

SCAD Senior Fashion Show

Model | 2024

Modelled in a senior fashion film by Paris Mumpower, showcasing senior thesis designs.

SCAD Student Film

Art director | 2024

Crafted mood boards, Lead art direction, crafted set aesthetics through lighting and props, and ensured creative work flow.

TEDx Youth NMS

Art Director, Speaker | 2024

Organised event, and managed social media outreach. Gave a talk about balance in school life and time management.

EXPERIENCE

Creative Marketing Lead SCADRecreation

Part - Time | March 2024 - Present

Led the rebranding of SCAD Recreation with new logos and a refined color scheme. Executed event strategies, targeted promotions, and innovative campaigns to boost brand engagement. Elevated visibility through creative content and grew Instagram by 455 followers in two weeks.

Art Director Damak

Internship | June 2024 - August 2024

Led the rebranding of Damak, a handmade soap brand, with a minimalist, eco-friendly identity emphasizing luxury and sustainability. Designed biodegradable seed paper packaging with Pantone postcards. Directed product photography and crafted engaging Instagram content to highlight craftsmanship and purity.

Illustrator, Creative Lead Granny's Chulha

Project | July 2022 - January 2023

Designed the logo and book cover for a collaborative project, ensuring a visually compelling experience. Conducted 25+ interviews with grandmothers, translating their stories into recipes with engaging visuals.

Baking Small Business My Frosted Canvas

Business | September 2020 - 2023

Created branding assets, including logo, packaging, and recipe books, for a baking business. Sold 2,000+ baked goods and grew Instagram to 1,000+ followers. Led a two-day baking workshop, donating proceeds to the Make-A-Wish Foundation.

EDUCATION

Savannah College of Art & Design

BFA Advertising and Branding (art direction)

2023 - 2027
GPA - 4.0

Neerja Modi School

International baccalaureate

2019 - 2023
39/45

HONORS

Gold ADDY (consumer campaign)

2025

Gold ADDY + Best in show (campaign)

2025

SCADrec Award- Best New Hire

2024

SCAD Academic Honors Scholarship

2023- PRESENT

SCAD Achievement Honors Scholarship

2023- PRESENT

SCAD Dean's list

2023- PRESENT

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References are available upon request.