

Sneha Krishnan

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PROFESSIONAL SUMMARY

Creative and detail-oriented with 2+ years of diverse experience in fashion communication, design, and journalism. Skilled in design, creative strategy, and campaign execution. Passionate about using storytelling in marketing campaigns to drive engagement for fashion and beauty brands.

EDUCATION

MPS Fashion Management

Parsons School of Design, The New School

Relevant coursework: Systems & Strategies, Entrepreneurship, Technology & Innovation

Aug 2025- Present

New York City

BDes Fashion Communication

National Institute of Fashion Technology

Minor: Fashion Design | Deepening Specialization: Fashion Media

Sep 2020- Jun 2024

Chennai, India

WORK EXPERIENCE

Freelance Journalist

Brunch, Hindustan Times

Jun 2023 – Present

India

- 50+ national bylines on fashion, lifestyle, and entertainment. Pitched, researched, and wrote articles, starting as an Editorial Intern, reaching a readership of over 5 million readers every month.
- Demonstrated strong storytelling and editorial skills while working in a deadline-driven role for one of the top 3 publications in India.

Creative Designer

RepIndia

Aug 2024 – Jun 2025

Bangalore, India

- Advanced from Management Trainee to a mid-level designer role while delivering social and print ad creatives for 8+ brands using Adobe Creative Suite. Designed campaign assets that boosted engagement by 35%, reaching over 2 million viewers across platforms.
- Collaborated closely with senior creatives, contributing strategic ideas, design concepts, and execution to drive impactful marketing campaigns in a fast-paced agency environment.

Creative Art Intern

Lowé Lintas India Private Limited

Jan 2024 – May 2024

Bangalore, India

- Developed ATL and BTL campaigns through brainstorming sessions and creating assets for the clients, contributing 5+ innovative design concepts that were well-received.
- Contributed concepts and designs for major presentations and advertising strategies for 4 of India's top brands.

SKILLS

Technical | Adobe Creative Suite, Microsoft Office, Google Workspace, Canva

Creative | Brand marketing & strategy, editorial writing & storytelling, visual communication & design

Soft skills | Creative problem solving, collaboration & cross-functional teamwork, leadership & project ownership

ADDITIONAL INFORMATION

- Inside LVMH** certification, issued November 2024
- President of the Cultural Club, NIFT Chennai, 2022-23
- Student volunteer at NIFT Chennai, 2022-23