

Anjani Dubey

Art Director | Copywriter | Strategist

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EDUCATION

Savannah College of Art and Design, SCAD
BFA in Advertising and Branding
Honors Cum Laude
Savannah, GA

AWARDS

Gold Augusta ADDY's 2025
Integrated Campaign |
Consumer Category

SCADDY's 2025
Emerging Technology

IDA International Design Awards 2025
Honorable Mention |
Multimedia/Mobile/Web
Application

SKILLS

Software

Adobe Suite
Figma
Canva
Fusion360
Microsoft Suite
Google Suite

Soft Skills

Branding
Graphic Design
Social Analysis
Market Analysis
Digital & Web Design
Photography
Content Creation

ACTIVITIES

Mailroom Assistant, SCAD Mailroom
2023-2025

Coursera, UVA
Design Thinking and Innovation
Coursera, CalArts
Fundamentals of Graphic Design

Adobe, Adobe Certified Professional
Visual Design using Adobe Photoshop

PROFESSIONAL EXPERIENCE

Art Direction Intern 2025
BBH India

- Created creative concepts and visual solutions for Reliance Digital, Garnier, HDFC Ergo, and Taj Hotels campaigns, with multiple projects advancing to production.
- Designed logo and branded apparel for BBH India's 16th anniversary; created storyboards and presentation materials for client pitches.
- Contributed to Reliance Digital's largest AI campaign release, applying creative AI tools to deliver client-ready assets.

Social Media Marketing Intern 2024
949Social California

- Grew Instagram following by 42% through targeted content strategy and consistent posting schedule
- Developed social media campaigns for small business clients, generating 300+ engagements and increasing website traffic by 4%
- Analyzed performance data across 4 platforms to optimize posting schedules and content mix, improving engagement rate by 3%

Design Intern 2023-2024
TBWA India

- Collaborated with cross-functional team to develop brand identity for Bandhan Bank, delivering logo concepts, style guides, and campaign mockups
- Designed multi-format assets for La Shield campaigns including print ads, social graphics, and illustrations; print and video ads advanced to production

ACADEMIC EXPERIENCE

Operations Lead, Project Management 2026
Laura Ashley x SCADpro Collaboration

- Co-led development of market entry strategy, coordinating research, competitive analysis, and positioning recommendations across multidisciplinary team
- Managed project operations, timelines, and deliverables, ensuring on-schedule completion of client presentations and strategic frameworks

Scrum Master & Design Lead 2025
Lumen Technologies x SCADpro Collaboration

- Led 5-person design team in developing end-to-end customer experience process, from initial interaction through product purchase
- Coordinated 14-person cross-functional team, delegating tasks across design, research, and development workstreams
- Created client-ready presentation decks for ideation sessions and stakeholder presentations

ACADEMIC ACHIEVEMENTS

SCAD Dean's List | 2023 - Present
SCAD Academic Honours Scholarship
SCAD Achievement Honours
Scholarship
SCAD International Student Scholarship
GCSE Outstanding Achievement Award