

SRIYA SARKAR

New York, NY · sriyasarkar7@gmail.com · (240) 601-7102 · sriyasarkar.com

SUMMARY

Seasoned digital storyteller with 10+ years in multidisciplinary creative production for progressive social and political impact. Extensive background in managing creatives, social media and online presences, translating messaging and data into easily understandable creative content, and leveraging strategic storytelling for impact.

CORE SKILLS

LEADERSHIP: Hiring and managing creatives; Mentoring junior staff; Organize/lead trainings; Commitment to DEI principles; Relationship building; Systems management

MEDIA PRODUCTION: Adobe Creative Suite; Videography; UGC (User Generated Content) Production; Field production; Script writing; Graphic design

DIGITAL MARKETING: Creative strategy; Media strategy; Copywriting and editing; Ad and media buying

SOCIAL MEDIA: Social media management; Performance-based strategy; Paid and organic strategy; Platform trends and best practices; Content calendar processes

CREATIVE: Comedy (sketch, improv, storytelling); Directing talent on screen, stage; Bilingual (English, Bengali)

SELECT PROFESSIONAL EXPERIENCE

Associate Creative Content Director, Change.org

Jun 2021 – Aug 2022

- Successfully advocated for the creation of a dedicated creative content team to identify and service storytelling opportunities in the US campaigns team, with an emphasis on video
- Engineered a range of outside-the-box creative content opportunities from creating user generated content processes from scratch to producing multi-format creative to advance petition starters' campaigns
- Spearheaded efforts to expand into TikTok and influencer programs
- Drove cross-channel, strategic, and creative storytelling in collaboration with teams across the organization (from campaigns to product) and across the world

Senior Creative Content Producer, Change.org

May 2019 – Jun 2021

- Devised, advised on, and executed organic and paid social media and content strategies that successfully garner media coverage and attention from decision makers
- Independently produced numerous videos amplifying petition starters' campaigns for use in ads, social media, and in-person activations after identifying unique storytelling opportunities
- Identified storytelling opportunities, with a focus on personal stories, and produced original video and graphics for ad/social/press tactics, including high profile campaigns ([Justice for Breonna Taylor](#)) and successful clemency campaigns ([Free Greg Mingo](#))

Senior Digital Content Producer, Priorities USA

Nov 2017 - Dec 2018

- Led a [skunkworks program](#) to test what kind of social media content resonated with progressive voters
- Determined testing strategies as well as independently produced, wrote, and curated most of the program's graphic, video, & sourced content for weekly content calendars based on performance metrics
- Managed media buying contractors for execution, weekly performance results analysis, and budget updates
- Hired and managed independent artists from diverse, underrepresented backgrounds to create content

Digital Content Producer, Priorities USA

May 2017 - Nov 2017

- Pitched innovative content concepts for ad units and landing pages as part of a \$50M digital program targeting voters in key Democratic races aimed at persuading and mobilizing voters key states
- Ensured graphics, videos, and written content were based on messaging directives and polling results, and coordinated with legal teams to ensure content pushed the envelope as much as legally permissible
- Collaborated with design and video teams, as well as media buying vendors, to ensure high quality and proper delivery under tight timelines
- Promoted in <1 year to serve as the program director for a hybrid organic-paid content program focused on understanding progressive voters' sharing behavior on Facebook

SRIYA SARKAR

New York, NY · sriyasarkar7@gmail.com · (240) 601-7102 · sriyasarkar.com

SELECT PROFESSIONAL EXPERIENCE, CONTINUED

NC Deputy Digital Content Director, Hillary for America

Jul – Nov 2016

- Managed a small, yet mighty, team of young, junior staff; created mentoring and learning opportunities
- Directed the team's production of all original content and executed innovative uses of Facebook Live
- Oversaw the social media presence for Hillary Clinton's presidential campaign in North Carolina on [Facebook](#), [Twitter](#), [Medium](#), and [Flickr](#) with increased audience growth of 450% on FB and 600% on TW
- Ensured online presences supported messaging objectives and initiatives of the digital organizing team

Online Community Director, Abortion Access Force (formerly Lady Parts Justice)

Feb – Apr 2016

- Oversaw digital campaigns on social media targeting pop culture savvy and politically active millennials
- Served as a hybrid project manager and designer for our apps (i.e. [Hinder](#)) and other digital projects
- Maintained all online presences, including the website and social media accounts, and set best practices

Media Producer, Freelance

Jan 2012 – Feb 2016

- Worked on numerous big-budget and independent film/TV productions, documentaries, and digital media projects in various roles, primarily as PA, videographer, editor, producer, or social media consultant
- Clients included Amazon Studios, Maya Lin's "What is Missing," Hemispheric Institute of Performance and Politics, Center for K12 STEM Education, Notable Features, and The Vadar Company

PROFESSIONAL ASSOCIATIONS

International Academy of Digital Arts and Sciences | Active member, Webby Awards judge

The Video Consortium | Active member

Brown Girls Doc Mafia | Active member

Solidarity@Change | Former member, union steward

EDUCATION

New York University, Tandon School of Engineering | MS – Integrated Digital Media

New York University, Tisch School of the Arts | BFA – Film/TV Production