

SRIYA SARKAR

CREATIVE CONTENT DIRECTOR & PRODUCER | DIGITAL STORYTELLER

New York, NY • (240) 601 7102 • sriyasarkar7@gmail.com • [linkedin.com/in/sriya-sarkar/](https://www.linkedin.com/in/sriya-sarkar/)

Creative content production leader and digital storyteller with 10+ years of expertise in crafting compelling, analytics-driven digital/social media strategy and video content for progressive organizations/campaigns that drive social change/impact.

Holistic Creative Leadership: Proven track record of building high-performing digital creative teams by drawing on experience in all aspects of creative direction and production as well as expertise in collaborating cross-functionally with diverse global teams.

Analytics-Driven Storytelling: Excels in leveraging market and audience analytics/insights to refine campaign goals and messaging, storytelling styles, and production processes, resulting in compelling content that maximizes social impact and online engagement.

Diverse Production Experience: Extensive experience in mentoring and leading creative teams in corporate, non-profit, and editorial environments to produce content for distribution via multiple channels (including digital, print, social, and broadcast).

CORE COMPETENCIES

Digital Storytelling | Story Pitching | Videography | Cinematography & Filmmaking | Post Production | Adobe Creative Cloud | Digital Media Production | Content Creation | Content Management | User-Generated Content (UGC) | Copywriting & Editing | Script Development | Political Ads | Strategic Planning | Creative Strategy | Media Strategy | Creative Direction | Project Management | Digital & Social Media Campaigns | Paid & Organic Social Media Strategy | Teambuilding & Training | Bilingual (English & Bengali)

PROFESSIONAL EXPERIENCE

Change.org, New York, NY

Associate Creative Content Director

Jun 2021 to Aug 2022

Played a key leadership role in building and managing a newly formed creative content team tasked with identifying storytelling opportunities and crafting high-impact content (with a focus on video in various formats) for rapidly growing US campaigns.

- Defined and established strategic vision, creative direction, and content creation/media production processes and workflows for the new team in collaboration with a co-director.
- Recruited and managed a diverse team of remote freelance designers, videographers, and production companies across the US, including maintaining alignment on creative direction and ensuring on-time delivery of projects.
- Served as creative lead and collaborated cross-functionally with US and global teams of Change.org (including product and marketing teams) to establish strategic and creative alignment on cross-channel storytelling and content distribution.
- Developed innovative content creation opportunities to catalyze and optimize content/media production for campaigns, including establishing processes for user-generated content and producing multi-format creative involving petition starters.
- Drove expansion to new platforms, such as TikTok, to facilitate experimentation in content creation and audience engagement, and also establish new professional development opportunities for junior staff.

Senior Creative Content Producer

May 2019 to Jun 2021

Provided creative direction, leadership, and advice for the planning and execution of creative/content strategies across organic, paid social, advertising, press, and in-person channels as an in-house creative content expert for the company.

- Led creative strategy and created video/graphic content that emphasized personal stories and amplified millions of petition signers' voices for high-profile racial justice and clemency campaigns (such as [Justice for Breonna Taylor](#) and [Free Greg Mingo](#)).
- Oversaw all content strategy and tool development for a portfolio of ~30 voting rights petition campaigns during the 2020 election cycle, including planning and implementing a large-scale paid ads program.
- Devised and implemented targeted, analytics-driven creative and content strategies that maximized audience engagement, media coverage, and decision-makers' attention for campaigns across digital, social, print, and video channels.
- Crafted innovative content creation and engagement opportunities to improve campaign content reach and user experience, including interactive tools that enabled petition signers to directly engage lawmakers, influencers, and decision-makers.
- Established style and copywriting guidelines as well as related training for content creation teams while customizing content strategies and creative guidelines based on campaign goals and storytelling opportunities.

Priorities USA, Washington, DC

Senior Digital Content Producer

Nov 2017 to Dec 2018

Drove the development and implementation of digital/social content strategies, programs, and partnerships for the Democratic Party's largest super PAC to improve audience engagement and mobilization for various progressive political campaigns/causes.

- Planned and executed a [skunkworks program](#) to test what kind of social media content resonated with progressive voters, with the program's results informing the redesign and improvement of content strategies, guidelines, and calendars.

- Wrote, produced, and curated most of the graphic and video content for campaigns based on detailed analysis of campaign performance metrics as well as skunkworks program insights.
- Sourced content for campaigns by hiring and managing independent artists from underrepresented backgrounds while leading engagement with media buying contractors to drive campaign execution and analyze weekly performance results.

Digital Content Producer

May 2017 to Nov 2017

Directed the development, pitching, and execution of creative content concepts for political programs and campaigns as part of a \$50M initiative focusing on persuading and mobilizing progressive voters for key Democratic races in battleground states.

- Created copy, graphics, and video content based on messaging directives and polling results while working with multiple teams (including legal, research, and press) to ensure that content complied with political messaging guidelines.
- Worked with design and video teams as well as media buying vendors to accelerate content/media production and ensure timely content delivery under tight deadlines.
- Earned a promotion in less than a year to serve as program director for a hybrid organic-paid content program focusing on understanding progressive voters' sharing behavior on Facebook.

Hillary for America, Raleigh, NC

NC Deputy Digital Content Director

Jul 2016 to Nov 2016

Served in a multi-faceted leadership role with responsibility for guiding a team in producing original social media copy, graphics, and videos and managing social media presence for the Hillary Clinton presidential campaign in North Carolina.

- Guided, trained, and mentored the content team as the head videographer, photographer, and editor for all original social media content.
- Oversaw social media posts and directed video concepts for celebrity surrogates such as Former President Bill Clinton, Sen. Tim Kaine, Will Ferrell, Angela Bassett, Kal Penn, and John Cho.
- Managed content across social media channels such as [Facebook](#), [Twitter](#), [Medium](#), and [Flickr](#) while maximizing the use of innovative media formats such as Facebook Live, resulting in 450% audience growth on Facebook and 600% on Twitter.

Abortion Access Force (formerly Lady Parts Justice), New York, NY

Online Community Director

Jan 2016 to Mar 2016

Executed social media campaigns to engage politically active, pop culture-savvy audiences on reproductive justice while establishing digital best practices, managing website and social media presence, and developing and launching apps such as [Hinder](#).

Freelance Media Production, New York, NY

Media Producer | Content Creator | Videographer | Editor

Jan 2012 to Feb 2016

Delivered content creation and media production expertise for big-budget and independent film/TV productions, documentaries, and digital media projects in diverse capacities ranging from PA to videographer, editor, producer, and social media consultant.

- Completed creative projects for various clients, including Amazon Studios, Maya Lin's "What is Missing," Hemispheric Institute of Performance and Politics, Center for K12 STEM Education, Notable Features, and The Vlarar Company.

Upworthy, New York, NY

Operations Manager

Mar 2012 to Nov 2012

Built administrative infrastructure from the ground up to facilitate a successful company launch while single-handedly managing all public-facing correspondence, calendars and business travel for the founders/leadership, and key company events.

ADDITIONAL EXPERIENCE

Co-Founder • [South Asian Sexual & Mental Health Alliance](#), New York, NY

Established an organization to address stigmatized topics for young people of South Asian origin via online resources and in-person workshops, including creating original social media content to develop online presence and driving expansion into the podcast space.

Founder • [Speakout Laughout](#), New York, NY

Founded and produced multiple versions of a standup comedy show that showcased comedians and their real-life abortion stories, including coding an innovative Twitter wall projection to track real-time conversations about the show.

EDUCATION

Master of Science (MS) in Integrated Digital Media • Tandon School of Engineering - New York University, New York, NY

Bachelor of Fine Arts (BFA) in Film & TV Production • Tisch School of the Arts - New York University, New York, NY

PROFESSIONAL AFFILIATIONS

Member & Webby Awards Judge - International Academy of Digital Arts & Sciences | Member - The Video Consortium | Member - Brown Girls Doc Mafia | Member - PANO (formerly NYC Women Filmmakers) | Former Member & Steward - Solidarity@Change