

**ADVERTISING
CREATIVE**

KRITIKA MATHUR

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Link to my Portfolio



MY PROFILE

Everyday life is full of ideas. I just happen to turn them into advertising.

Inspired by people, culture and the stories we live every day.

Turning everyday stories into campaigns through big ideas, scriptwriting, visual storytelling and 360° campaigns across mainline and digital.

Powered by curiosity. Fuelled by iced lattes.

EDUCATION

Advertising and Marketing Communications

Miami Ad School,
Mumbai 2027

Bachelor of Business Administration- International Business

Dr. Vishwanath Karad
MITWPU, Pune 2024

Jr. College

Wisdom High
International
School, Nashik 2021

School

Fravashi Academy,
Nashik 2019

SKILLS

- Skilled in Art Direction, Graphic Design and Brand Identity, with a strong eye for visual craft.
- Known for visual storytelling and copywriting that turns ideas into clear, memorable communication.
- Skilled in using Generative AI as a creative tool for ideation, exploration and visual development.

SOFTWARES

Adobe illustrator



Adobe Photoshop



Adobe After Effects



Magnific AI



Nano Banana



ChatGPT



Canva



WORK EXPERIENCE

Art Intern, Infectious Advertising

July - September 2026

Worked across American Express, UltraTech, BKT Tyres, SRGMs and Infectious Advertising, contributing to art direction and visual design across digital and mainline advertising. Worked on campaign and banner creatives, social and festive content, mockups, tyre sticker design, presentation decks and Generative AI-led visual exploration.

Purchase Intern

June - August 2023

Worked on value stream mapping, implemented process improvements and analyzed data to enhance productivity, while gaining corporate working experience and communication skills.