

Sashwatha Sridhar

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Portfolio: sashwathasridhar.com

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EXPERIENCE

Copywriter (Freelance/ Remote)
Headturn Creative, Chicago, IL

September 2022 - Present

Support small and minority-owned businesses in the Chicago-area with websites, social media and other content needs. Craft delicious copy to sell hot dogs and smoked briskets despite being a vegetarian my whole life and not knowing what meat tastes like. Worked on a questionnaire and script for a DEI orientation video for incarcerated individuals in a correctional facility.

Copywriter (Freelance)
India

May 2020 - December 2021

Developed a unique brand identity and website copy for two yoga studios — boosting new student enrollments and creating a sense of community among practitioners. Wrote an informative and fun script for P&G's Covid-19 internal communication campaign that encouraged their workforce to adapt to the new normal. Worked on a portfolio of pharmaceutical brands and helped unpack complex science into stories of real, human impact.

Junior Copywriter
Maclyn, Naperville, IL

October 2019 - April 2020

Created social posts for Dunkin' Midwest Region and McAlister's Deli. Developed video scripts for B-to-B trade shows. Learned all about catch basins and patent litigation to write web copy for a paving company and law firm respectively. Wrote blog posts and LinkedIn articles to boost brand PR efforts.

Creative Copywriter Intern
Slack and Company, Chicago, IL

April 2019 - September 2019

Converted highly technical information into simple, taut copy for B-to-B audiences at different stages of the buyer journey. Proofread corporate decks to follow AP-style and brand guidelines. Created Google Ads and social media posts. Wrote copy for microsites and agency internal communication initiatives.

Graduate Assistant
DePaul University, Chicago, IL

September 2018 - June 2019

Drafted a strong application for DePaul's Public Relations and Advertising (PRAD) program's entry to the PRWeek Awards. The PRAD program was recognized as an Outstanding PR Education Program of the Year finalist. Organized an event for over 150 industry leaders and professionals in the Chicago area for the program's portfolio showcase.

Communications Assistant
DePaul University, Chicago, IL

September 2017 - March 2019

Edited the College of Education's newsletters, emails, brochures and other communication material to increase visibility among alumni, prospective students, donors and professional partners.

Social Media Intern
ALX Creatives, Chicago, IL

June 2018 - December 2018

Developed brand voice and website copy for a home decor brand that works with women in the Maasai tribe of Africa. Created social media calendars and curated content for newsletters covering popular industry trends and insights. Assisted the Art Director and Creative Director in building strategy decks and moodboards for new business.

EDUCATION

Master of Arts in Public Relations and Advertising, 4.0/4.0
DePaul University, Chicago, IL

June 2019

Bachelor of Arts in Social Sciences, 3.7/4.0
Tata Institute of Social Sciences, Hyderabad, India

May 2015

AWARDS

Best Graduating Student Portfolio - 2nd Place
PR and Advertising Merit Scholarship, \$2,980
PR and Advertising Graduate Assistantship, \$8,940

June 2019

Spring 2019

Fall 2018 - Spring 2019