

Sukriti Chordiya

Associate Creative Producer

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Education: B.Des from Srishti Manipal Institute (2020-2024)

ABOUT

Hello! I'm Sukriti Chordiya, and the thing I do best is collaborate and create. I'm passionate about knowing the user, and finding the most efficient and effective way to start dialogues and create measurable, unforgettable experiences for everyone! I'm fearless in execution turning anything into a fun adventure and always finding a way to make things happen.

WORK EXPERIENCE

Sam & Mi - Creative Lead, Junior Editor

February 2025 - Present

- Led strategy-driven art direction and publishing to expand Sam & Mi's brand outreach.
- Executed 30+ collaborations and creative for 35+ national events across India.
- Oversaw end-to-end production of 5 children's book titles and managed in-house content and PR partnerships.
- Drove 40% Instagram and 50% YouTube engagement growth, delivering an average 160% ROI per collaboration.

Experimenta Film Festival - Brand Associate

June 2024 - December 2024

- Designed and executed brand-aligned festival collateral to support audience outreach, which saw a footfall of 2000 people.
- Supported programming, operations, hospitality, and technical testing to ensure a cohesive festival experience.

NIMHANS - Outreach Strategist

January 2024 - May 2024

- Conceptualised an outreach-driven film festival as a thesis proposal focused on Mental Health and Neurodivergence.
- The proposal inspired NIMHANS to independently execute a one-day public festival in October 2025.

Damn Good Films - Assistant Director

April 2024

- Worked as a second assistant director for Ather's launch shoot for a new scooter.

Government of Delhi - Pre-Thesis Project

August 2023 - December 2023

- Collaborated with the Delhi Government on research, content strategy, and design of a visual arts textbook for Class 9 and 10 state board students.
- Developed curriculum-aligned visual language and layouts to ensure clarity, accessibility, and consistent educational branding.

Ladyfingers Co - Visual Storytelling Intern

June 2023

- Led creative collateral for three brands, aligning visuals with brand identity and outreach goals.
- Delivered stop-motion films for a condiment brand, comic publications for a social-impact organisation, and social media creatives for a sketchnoting brand.

Halden Bookworks - Creative Production Advisor

June 2023

- Guided Artist-in-Residence Vasudhaa Narayanan through the design and letterpress printing of a publication, advising on paper selection, layout, typography, and print processes.

Makoba - Graphic Designer Part Time

April 2020 - August 2022

- Planned and executed integrated marketing campaigns and catalogues aligned with brand strategy.
- Designed banners, stall standees, and social media creatives to ensure consistent visual communication across on-ground and digital platforms.