

# Vrishti Savalani

Writer • Editor • Storyteller

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vrishtisavalani.com

## Work Experience

### Assistant Director of Admission | SCAD

March 2025 - Present

- Increase international student applications in Southeast Asia markets by 125% in one recruitment season through strategic marketing and outreach.
- Managed the Joint Enrollment program by recruiting and enrolling new students and growing partnerships with IB certified schools.

### Copywriter & Content Strategist | Self-Employed

July 2024 - February 2025

- Create digital content backed by SEO research and strategy for clients.
- Build and maintain a roster of clients from the leadership development and tech innovation industries.

### Freelance Journalist | Self-Employed

April 2022 - February 2025

- Create SEO-backed content for publications like Vogue India and Gazette Gal
- Conduct research through interviews, analyzing digital trends, and market behavior to generate clicks and conversions
- Collaborate with a cross-functional team to adapt content for social media.

### Brand Story & Copy Lead | Fender

January 2024 - March 2024

- Lead a cross-functional team of 20 creatives to streamline all creative messaging for Fender's "Year of the Stratocaster" SCADpro project.
- Present final deliverables and additional resources to Fender Musical Instruments marketing executives.

### Copywriting Intern | Marketwake

June 2023 - August 2023

- Create high-performing long and short-form web, email, and social media copy for clients from a wide range of industries including education, entertainment and finance
- Collaborate in a cross-functional team of designers and project managers to ensure cohesive visual storytelling that aligns with the clients needs

### Copy Editor | SCAD Student Media

March 2023 - March 2024

- Edit, fact-check, and manage content from writers and editors to maintain award-winning standard of print and digital publications.
- Adhere to Associated Press style guidelines when writing and editing content.

### Copywriter | Compass

March 2022 - June 2022

- Ideated and developed an interactive marketing campaign to establish the brand in Atlanta and build brand loyalty.
- Co-led the copy team to research and generate web copy for the Atlanta Legacy Trail campaign

## Skills

English  
Mandarin  
Microsoft Office  
Google Applications  
Adobe Creative Cloud  
Procreate  
Final Draft  
Canva  
Figma  
Salesforce  
Wordpress  
Webflow

## Industries

Fashion  
Beauty  
Entertainment  
Education  
Academic  
Finance  
Technology

## Film Credits

### Wingman | 2024

Production Assistant

### Ghosted | 2024

Writer & Production Assistant

### Illam | 2024

Writer

## Awards

### Columbia Scholastic Press Association | 2024

2<sup>nd</sup> Place Design of a Single Spread - SCAN

### Makizhmithran International Film Festival | 2025

Best US Short Film - Illam

### Poombukar Independent Film Festival | 2025

Best International Short Film - Illam

## Education

### Savannah College of Art and Design,

2020-2024

BFA - Summa Cum Laude, Dean's List

Major: Writing

Minor: Dramatic Writing

