

Priyanka Sinha

CREATIVE STRATEGIST

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ABOUT

I use observation as my primary tool and I look for the why behind human behaviour and translate it into creative decisions that actually move people. A psychology foundation means I don't just make things look right; I make them feel inevitable.

EXPERIENCE

PRIYANKA CODEX [YouTube](#) · Founder & Creative Strategist

JULY 2026- PRESENT

- **Content Strategy:** Created content pillars, audience personas, and voice and tone guidelines for a personal brand channel that delves into the meeting point of history, psychology, science, and reality.
- **Brand Identity and Creative System & On-Screen Hosting:** Developed the brand identity and entire creative system for this channel, including the visual style, high-click thumbnails, and scriptwriting, while becoming the host on screen.
- **Growth Experiment:** Achieved growth to 50 subscribers in the first month through experimentation with different title frameworks, thumbnail styles, and high-retention hooks.

SCALESWIFT DIGITAL SERVICES PVT. LTD

JULY 2022- APRIL 2025

Creative Strategist & Design Researcher

- **Creative Direction:** Built mood boards, typography systems, colour palettes and style guides that anchored brand identity for e-commerce clients across 25+ US niches.
- **Insight-to-Brief:** Translated market intelligence and consumer behaviour research into actionable creative briefs that guided design teams from concept to final asset.
- **Performance Creative:** Optimised ad creatives using Meta and email analytics (CPC, CPM, ROAS), bridging strategy and execution with measurable results.
- **Campaign Ownership:** Led end-to-end product launches from creative

SKILLS

Brand Positioning
Creative Briefs
Audience Insight
Content Strategy
Trend Analysis
Competitor Research
Content Creation

TOOLS

AI Content Tools
Adobe Premiere Pro
Capcut
Canva
Wondershare Filmora
Adobe Express
Notion
Slack
Mockup Generators
Microsoft Office
YouTube Studio

LANGUAGES

English
Hindi

concept and copy to mock-up approval and quality control with full stakeholder ownership.

- **Funnel Strategy:** Designed Shopify funnel narratives using AI tools to increase upsells and cross-sells through psychologically informed UX copy and visual flow.
- **Team Leadership:** Scaled the research team via structured hiring and mentored freelance designers, maintaining brand voice and visual consistency across deliverables.

SCALESWIFT DIGITAL SERVICES PVT. LTD

MAR 2022 – JUN 2022

Research and Creative Intern

- **Consumer Research:** Mapped buying behaviour and psychological triggers for blue-collar US audiences (firefighters, mechanics, nurses) to inform creative targeting decisions.
- **Visual Audit:** Analysed fonts, banners and landing page layouts to identify conversion-driving patterns feeding into briefs for the senior design team.
- **Trend Synthesis:** Evaluated merchandise design patterns across 25+ niches, building a trend intelligence library used across ongoing campaigns.

EDUCATION

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

2022-2026

Bachelor of Arts in Psychology (Hons.).