

# Arjun Srivatsa

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ARJUNSRIVATSA.COM

## SKILLS

### Video

After Effects  
Premiere Pro  
Canon c100  
Sony FS series

### Graphic Design

Photoshop  
Illustrator  
GIF animation  
Blender 3D

### Audio

Podcasting  
Ableton Live  
Audacity  
Audition

### Web

Social Management  
Social Analytics  
HTML/CSS

### Journalism

Reporting  
Longform writing  
Filmmaking

### Learning

R for DataVis  
QGIS Mapping

### Hobbies

Music production  
Animation

## EXPERIENCE

**Director, Programming and Development, Pitchfork** May. 2022–Aug 2023  
Condé Nast Entertainment

I managed a team to build a digital entertainment portfolio that encompasses the world of music on social and brand-owned platforms. I worked with the editorial team to build a content plan, liaised with artists and their publicity to schedule shoots and oversaw direction on set and in post-production. I honed the brand's voice to fit within the ever-shifting trends on algorithmically driven platforms, and in my year at the helm, we saw a 2x growth in viewership YoY, backed by a tighter editorial vision.

**Director, Creative Development, Culture** Apr. 2021–Apr. 2022  
Condé Nast Entertainment

I led the creative vision and visual identity for digital content for Conde Nast's culture brands, including Vanity Fair, Pitchfork, and Teen Vogue. I worked with the editorial staff of brands to amplify articles, podcast episodes, or events.

**Associate Producer/Visuals Editor** Aug. 2019-Apr. 2021  
Condé Nast Entertainment

I worked across brands to provide visual support. I directed, edited, and produced a Pitchfork news program, a show hosted by GQ editors, and a home tour series for Architectural Digest. I also worked on special projects, such as visuals for the Met Gala, digital covers for GQ, and a documentary for The New Yorker that was nominated for a National Magazine Award.

**Social Video Editor** Apr. 2018–Aug. 2019  
Condé Nast Entertainment

**Social Content Producer** Nov. 2014–Aug. 2017  
littleBits Electronics

## REFERENCES

### Kelly Bales

Head of Creative  
Apple Music  
avail. on request

### Puja Patel

Editor in Chief  
Pitchfork  
puja@pitchfork.com

### Duy Linh Tu

Video Professor  
Columbia University  
dnt3@columbia.edu

## EDUCATION

### Columbia University Graduate School of Journalism

M.S. in Journalism, May 2018

Through courses in longform writing and documentary filmmaking, I learned how to structure my reporting in a way that effectively guides the audience through a narrative arc. I made a documentary about climate change's effect on vulnerable communities, and my masters project was about the experiences of Black members of the Democratic Socialists of America.

### University of California, Davis

B.A. in Communication, June 2011

I worked at the college radio station and studied the development of subcultures in online forums and early social media.