

Siddharth (Sid) Konkimalla

Extroverted Writer | Brand Builder | Entrepreneur

My ABC's

I want to work in Advertising, Branding, and Copywriting.

Skills

-  Creative Writing
-  Brand Building
-  Website Development
-  Entrepreneurship

Hobbies

-  **Sports**
Beach volleyball, basketball, and tennis keep me healthy and happy. Competition keeps me alert and ready for anything!
-  **Acting**
I always have a monologue prepared for spontaneous entertainment. Plus, who wouldn't want an excellent Charades player on their team?
-  **Traditional Indian Cooking**
The best and most delicious way to preserve my Indian culture.
-  **Language**
I'm a ten year old in French, a twenty year old in Telugu, and a 4,386 year old in English.

Published Works



Nature's Eyes



Ridding the Earth of Dirt



One-Trick



Contact Info

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Education

University of Redlands | Private Liberal Arts College

Bachelor of Arts in Creative Writing | GPA: 3.8/4.0

My 4-year University Experience

Pickle: Anxiety to eat alone in the cafeteria, harsh weather conditions, and time lost walking to and from the cafeteria were a few of the reasons why my peers skipped meals every day.

Solution: I launched a food delivery app idea that would utilize work study positions and electric carts to deliver food to students and faculty on campus. The app idea was approved by the college board and the university cafeteria, and I was given funding and clearance to develop it.

Pickle: Students were scraping their knees and getting dust pneumonia from the rough, gravel-filled sand volleyball courts.

Solution: I convinced the school to replace the gravel with fine sand, an expenditure that saved the university from potential lawsuits.

Pickle: Environmentally cautious students did not take kindly to the cafeteria using plastic straws.

Solution: I spoke with the director and offered a viable solution that would benefit both parties: foldable metal straws. Students purchased them with their dining dollars, eliminated plastic waste, and held the cafeteria in a higher regard.

Long-Term Solution for Future Pickles: As I materialized my compassion for the students and faculty of the university, I realized I could make more of an impact if I had a better outreach to students, access to the university budget, and a closer connection to the administration. I ran for president to put my potential to fruition.

Work Experience

American Greetings | Direct Competitor of Hallmark

Role: Creative Innovator

Worked in New Product Concepts (NPC) to develop new to the world ideas to interact with customers through greeting cards.

Role: Editorial Intern

Worked in Alternative Humor to write funny greeting cards for both general and niche audiences.

American Greetings | Intern Collaboration Experience

Collab 1: For Intern Hack Day, I worked with two other interns for 19 hours to create a bot in the Facebook Messenger app. This allowed the company's Facebook page followers to send personalized greeting cards to their friends through the Facebook Messenger App. It was well received and the company made plans to expand on the project.

Collab 2: I led the intern group (marketing, advertising, supply chain, public relations, and design) to create content for a new target customer in the Recycled Paper Greeting card line. I recruited media interns to create an advertisement for an innovative way to receive greeting cards and modeled for a photoshoot to promote Amazon products through social media.



Fat Penguin LLC

Role: CEO/Founder

Making others smile is something I've always loved to do. After my experience writing cards for American Greetings, I wanted to channel that experience into something more innovative. I started a B2B consumer experience company to break the ice between producers and consumers!

Denogal LLC

Role: Brand Creator/Developer

I collaborated directly with the CEO to develop brands for different products. Created Brand A [confidential] and Brand B [confidential]. Brand names will remain undisclosed until after market launch.