

Kryshana Ananthan

MOM · STORYTELLER ·
CREATIVE STRATEGIST

www.kryshanaanathan.com
e · kryshana31@gmail.com
p · 415-866-9608

KEY SKILLS

Internal Communications & PR
Strategic Communications
Product Communications
UX Writing
Product Voice Development
Creative Direction
Brand Strategy
Program & Project Management
Content & Conversation Design
Keynote Development
Writing & Editing

ADDITIONAL SKILLS

Executive Coaching
Change Management
Event Planning
Visual Design
Crisis Communications
Proofreading
Event Planning
Media Training

TOOLS

Adobe Creative Suite
Sketch
Figma
Microsoft Office 365
Keynote
Asana / Monday / Smartsheet
GSuite

*References Upon Request

Leading communicator & all-round creative with years of experience telling game-changing stories and transforming organizations.

EXPERIENCE

- **Principal Voice Designer (Product)**
Life360
FEBRUARY 2024 - CURRENT
Build and consistently execute upon a product voice strategy and guidelines to improve the voice and tone of the Life360 user experience and align to the brand ethos of creating *magical experiences*. Oversee written content throughout the product and how we speak to our members in the Life360 app and on our website. Proactively identify and propose improvements to existing product language. Elevate how product design team thinks about language & voice and writes for the app.
- **Consultant, Product Voice**
Life360
OCTOBER 2023 - FEBRUARY 2024

Chief Creative Officer
Dhruva Communications
MARCH 2021 - JANUARY 2024
Oversaw a creative team producing world class brand, design and communications work for a slate of incredible brands including Coca-Cola, The Wellbeing Outfit (Australia), Fivetran, Catalys Pacific and others. Led and optimized creative operations, resourcing, production and marketing program management.

Director, Internal Communications
Nexxen (*formerly Amobee*)
APRIL 2022 - JUNE 2023
Built a highly skilled internal communications team and long-term global internal communications strategy from the ground up. Operationalized and oversaw the execution of all internal communications programming across the company including a regular All-Hands program, a brand new intranet, the revitalization of Slack usage internally, and regular employee engagement events. Moved employee sentiment from a net negative to a net positive NPS within 6 months of my tenure. Led internal communications strategy and transition planning tiger team leading up to and during the early months of Tremor International's acquisition of Amobee in September 2022.

Executive Communications Manager
Okta
MAY 2021 - APRIL 2021
Owned and managed executive communications strategy, programming, keynote development and speechwriting for Okta's CEO, COO, Chief Product Officer and President of Worldwide Field Operations. Owned the production of key internal and external events including Oktane, Showcase, Company Kickoff and media hosted events including Fortune Brainstorm Tech, CNBC at Work and WSJ Future of Everything.

Manager, Internal & Executive Communications
Lyft
MAY 2018 - MAY 2021
Managed internal and executive communications for Lyft's co-founders (former CEO & President) including annual content strategy planning, the production of Lyft's monthly global all-hands meetings, monthly Senior Leadership forums, weekly company-wide AMAs, day-to-day employee communications and internal creative media production. Led the charge on COVID-19 internal communications and response as well as crisis communications for Lyft's co-founders including two major company-wide RIFs. Recognized by Lyft's co-founders as the most impactful Lyft team member in Dec 2020 for critical communications efforts.

ADDITIONAL EXPERIENCE

Visual Designer CI&T APRIL 2016 - MAY 2018	Brand Designer Telenav JULY 2015 - APRIL 2016	Designer Duarte, Inc. JUNE 2014 - JUNE 2015	Graphic Designer Erik Olsen Design JUNE 2013 - JUNE 2014
---	--	--	---

EDUCATION

Bachelor of Fine Arts, Graphic Design
Minor, Writing and History of Art & Visual Culture
Distinction, Valedictorian
California College of the Arts