

Name : Mrs. Shefali Randeria

: **Proprietor**, Cirque Studios, a Creative Services provider, specializing in Digital Art for USA and France

Proprietor, Calyxmedia, an Advertising & Creative Services provider specializing in communication solutions

Schooling : Jamnabai Narsee Mumbai, St Mary's, Poona, Bombay Scottish,

College : Degree in Applied Art, from Sophia Polytechnic, Mumbai.

Overseas education : High School, Commack, USA, Long Island
Parsons School of Art, New York. Completed a scholarship program in Creative Art at Smithtown West U.S.A

AD Agency Experience : From 1985 to 1992, honed my skills at Frank Simoes and Mudra Communications and consulted part-time to Iris Advertising. Major brands handled during this tenure: Rallies India, Hotel Centaur, Oxford Suiting & Shirting, Buffalo Jeans, Chocrack, Fonda Chocolate, World Wildlife, Raymond and Taj Hotels

Code Communication was structured into two divisions:

From 1990 - 2002 founded my own Advertising company CODE Communications, and grew it from a single table space to a 8 crore organization employing 35 people

Advertising & Media:

Research and analysis. Account Planning & Brand Development. Development of Creative for all Media. Media Planning, Media Buying, Operations & Tracking

Code RGB Vision (Web & Multimedia)

Customized Interactive Multimedia. Graphics, Animation & Special Effects. Virtual Reality packages/scripts. Architectural Walkthroughs. Information Kiosks. Graphic titling for TV Serials & Films. Animation Ads and Promotions. Web Designing. Web-based strategies & solutions.

Clients: Brand Spectrum

- Sri Adhikari Brothers
- SAB T.V
- (Only Creative)Camlin exports,
- Roll-On for Colds
- Care Pain Balm
- Stretch Nil Stretchmark Cream
- Shapers Sanitary Napkins
- Actislim Sanitary Napkins
- Gufic Ethical
- Gufic Russia
- Gufic Biotech Corporate
- Time Packaging
- Duroturf Mats
- Sri Adhikari Brothers
- (SAB T.V)
- CVO

- In Mumbai (Hinduja Group)
- SM Dyechem Foods Division
- Pest Control India
- Kelavani Mandal (Trust for Schools & Colleges, Narsee Monjee College etc,
- Chatrabhuj Narsee School
- Utpal Sanghvi School
- Roffe Construction Chemicals
- Ebco Hardware
- Camlin Stationary
- Oxford Moulding

Calyx Media: An ideas-based initiative to meet the needs of the hour.

From 2003 - 2010, launched Calyx Media with a view to offer clients' niche-based creative solutions that enable them to enhance brand visibility in lateral cost-efficient ways. This involves a scratch-level involvement with the brand, from dealer promotions to events and launches, from press to film and outdoor.

Noteworthy clients: include: Birla White Cement, Unichem Pharmaceuticals and Sejal Glass, Asian Paints, Bhavna Shah Weight loss Clinic, Prettislim Weight loss Clinic.

Cirque Studios:

From 2010 – till date, launched an enterprise only catering to book illustrations
Graphic Novels | Cartoons | Book Covers | Comics | Trading Cards | Caricatures | Education

Cirque is a Creative Studio which is dedicated to High-end illustrations and Photograph creation & finishes. Any visual, from outrageous to tame to educational, it can be created.. .

A visually explained Book: sequence by sequence.

Or Animation: motion by motion.

Or an Educational chart. Any visual you ever wanted for any medium

Our specialty is that we create illustrations keeping the Target Audience in mind, involving them, making a connection. Our illustrations combine a great many styles that have been honed to perfection.

Summary:

Proven ability of single handedly running a company from a start-up and to a profit making enterprise.

Having leadership and team management skills.

A Hands-on experience and familiar with every aspect of advertising to managing a profitable enterprise.

Ability to coordinate multiple projects and teams simultaneously.

Consistent in completing projects on time and within budget, with honed skills in creative brand strategies and a business viewpoint.

Philosophy:

To learn and evolve from facing challenges in the ever-changing scenario.

Objectives:

To be constantly challenged on a larger canvas.