



# PRASIDDHA THIYAGARAJAN

Copy Supervisor

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## ABOUT ME

It all began with a quirky soft toy that arrived on my 6th birthday—a unicorn I affectionately named **Chancey**. That day marked the beginning of my journaling journey as I penned my first-ever diary entry, cherishing my new best friend. Eventually, my journaling evolved into crafting elaborate plans to skip classes with my girl gang, complete with sketched-out maps, color-coded rally points, secret encryptions, and detailed blueprints.

As I grew older, my penchant for mischief took a temporary hiatus until I stumbled upon the world of advertising. There, I came to realize that my mischief was merely a teenage manifestation of a creative problem solver. And that's precisely who I am.

## EDUCATION

### Diploma in Copywriting

Miami Ad School  
2017 - 2019

### Master of Science, Electronic Media

CEG, Anna University  
2011 - 2016

## SKILLS & EXPERTISE

- Creative content writing
- Strategic thinking and problem solving
- Fact-checking and referencing

## WORK EXPERIENCE

### Feb 2023 - Present

AVALERE HEALTH

#### Copy Supervisor

- Leading copywriting efforts for HCPs for Darzalex, a treatment that helps multiple myeloma patients live progression-free longer
- Working in AGILE sprints, collaborating with writers and creatives to produce extensive advertising materials and ensure timely, effective project completion
- Representing Copy in client and regulatory meetings
- Spearheading content for all materials related to an upcoming new regimen launch

### June 2021 - Jan 2023

FCB HEALTH

#### Senior copywriter

- Lead Copywriter for Janssen and Omidria
- Participated in pitches; won a concept pitch with my Art partner
- Managed a junior writer

### Apr 2020 - May 2021

EVOKE GIANT

#### Copywriter

- Brand writer for Neutrogena and contributing writer for Adcetris
- Assisted in launching two oncology brands, Breyanzi and Tukysa
- Member and facilitator of DEI committee; spearheaded community activism efforts
- Authored numerous IG posts for company's IG page

### Apr 2018 - Jan 2019

CUTWATER · AKQA · WUNDERMAN THOMPSON

#### Copywriter Intern

- Peet's Coffee · Sparkle Paper Towels · Russell Stover · Axos Bank · Rolex · Sudafed · PAMS Foundation · Little Spoon · Nike · Netflix · Westbank · Mini Cooper · Amazon Echo

## AWARDS & MENTIONS

Clio, The One Club - Young Ones, New York Festivals, YCN, Creativity International, Vega Digital, Graphis New Talent, Muse Creative Awards, Summit Creative Awards, Creative Conscience, CMYK Top New Creatives, Applied Arts, American Advertising Awards, Hermes Creative Awards, Adsoftheworld, BuzzFeed, Young Creative Council