



PRASIDDHA

COPYWRITER

It all started when my dad gave me a soft toy on my 6th birthday. It was an alien-looking animal with a single horn. I named it Horny*. It was the day I wrote my first ever diary entry. Like a true 90's kid, the habit of keeping a journal stuck. But unlike most 90's kids, the habit eventually morphed into writing elaborate plans to cut classes with my 8-member girl gang. I kid you not, it involved sketched-out maps, color-coded rally points, secret encryptions, flag markers, and blueprints.

With age, this mischievous plotter in me faded into the background, waiting for the opportune moment. And along came advertising!

Little did I know that a mischievous plotter was just another phrase for a 'creative problem solver'. I guess that is who I am :)



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*I found out later that Horny was actually a unicorn and even later that horny is a word NSFW.

EXPERIENCE

COPYWRITER INTERN · WUNDERMAN THOMPSON
OCT 2018 - JAN 2019 · NEW YORK, NY

Brainstormed with the CEO of WT. Worked on a 360 campaign for PAMS Foundation. Wrote 400 claims for Sudafed, Johnson & Johnson. Concepted for Rolex.

COPYWRITER INTERN · AKQA
JUL 2018 - OCT 2018 · TOKYO, JAPAN

Experienced a whole other side of advertising. Threw myself out of my comfort zone and traveled to a country where I knew nobody. Concepted for Nike, Netflix, Westbank, Mini Cooper, and Amazon Echo.

COPYWRITER INTERN · CUTWATER
APR 2018 - JUL 2018 · SAN FRANCISCO, CA

Discovered my love for black coffee. Learned interesting facts about Alfred Peet while working on Peet's Coffee for a digital activation. Wrote social posts for Sparkle paper towels. Concepted for AXOS and Financial Engines.

ACCOUNT MANAGER · PURPLESTREAM PVT LTD
JUN 2016 - DEC 2016 · CHENNAI, INDIA

Cold-called people to ask if they wanted to livestream their events. Managed client relationships.

STRATEGY PLANNING INTERN · MCCANN
JUL 2014 - NOV 2014 · JAKARTA, INDONESIA

Took an oath to never work on a cigarette brand. Researched so much that I still get baby formula recommendations on my Youtube feed. Key clients: Wyeth, Acuvue, and Gudangaram.

RADIO JOCKEY · CHENNAI LIVE 104.8 FM
JAN 2014 - JUN 2014 · CHENNAI, INDIA

Tried my hand at Radio Jockeying. Wrote, directed and recorded special shows. Met and interviewed the coolest celebs in town. Sold ad-spots on my channel.

FREELANCE COPYWRITER · AGILE ACADEMY
MAY 2012 - PRESENT · HOSUR, INDIA

Founded by me and my brother, Agile Sports Academy provides coaching facilities in a town with poor sports infrastructure bringing cricket, badminton, chess, and tabletennis under one roof.

CREATIVE INTERN · MEC
DEC 2011 · JAKARTA, INDONESIA

Researched to understand why people loved/ hated Tim Tam biscuits. Consumed too many Tim Tams in the process.

EDUCATION

Miami Ad School · San Francisco
Diploma in Copywriting
2017 - 2019

Anna University · Chennai
Master of Science in Electronic Media
2011 - 2016

SKILLS

Creative writing, Campaign Concepting, Creative Strategy, Digital Marketing, Basics of Adobe Photoshop, Illustrator, InDesign, Premier Pro, hosting events, emcee-ing, creating quinoa recipes - @Queenoquin, ticking off my bucket list, habitat photography, and talking as fast as I type.

AWARDS

Clio Awards, Young ones - One show, New York Festivals, Creativity International, Summit International, Vega Digital, YCN, Graphis, Muse Creative, Creative Conscience, Applied Arts Magazine, Communication Arts, CMYK Top New Creatives, Hermes Creative, Addys SF, Nominated as a Badass Gal by the Young Creative Council, Adsoftheworld, Coloribus, Buzzfeed