

ROHIT WANI

SENIOR COPYWRITER

EDUCATION

PGDM in Advertising:
Miami Ad School,
Mumbai/New York
Copywriting Major
(2017 - 2019)

Bachelor of Mass Media:
Mumbai University
Advertising Major
(2014 - 2017)

CONTACT

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WORK EXPERIENCE (5.5+ years)

Creative Lead at Storia, Remote (May '21 - present)

- Spearheaded comprehensive digital marketing campaigns for key clients, enhancing brand visibility and engagement through targeted advertising strategies.
- Managed creative processes and client communications, significantly improving campaign performance and client satisfaction.
- Led the expansion of Bling2o's (client) product lines from a creative front, resulting in a marked increase in revenue and social media presence. (20K+ followers, over \$100,000 monthly revenue from paid ads)
- Directed cross-departmental teams in developing SEO-optimised content and effective email marketing strategies, achieving substantial growth in digital conversions and brand recognition.
- Produced video content to launch products and Feit Electric's new brand tagline.
- Developed SEO forward web content for clients.
- Redesigned website to decrease bounce rates and improve viewer engagement.
- Incorporated the use of AI tools in the process of the creative team.
- **Clients:** Bling2o (US, UK & Mexico), Feit Electric, Paso Robles Wine Country, BMI of Texas, DIG Inn, Crosstown Concourse, Bareburger, Cycurion, We Are Memphis, and JPW Group of Industries.

Copywriter at Leo Burnett, Mumbai (Nov '19 - May '21)

- Supported senior copywriters in daily tasks and pitches, contributing to successful campaigns for clients like Spotify Premium, PhonePe, Birla Estates, KTM, Husqvarna Motorcycles, PediaSure and Medimix.
- Crafted diverse content, including scripts, manifestos and digital copy, significantly enhancing brand communications.
- Played a vital role in video production processes, from conceptualisation to execution, boosting client engagement.
- Nominated for the 'Young Creative of the Year' Award for outstanding campaign contribution.

Copywriter at R/GA, New York (Jul '19 - Sept '19)

- Conceptualised and executed innovative campaigns for high-profile clients like Verizon including the launch of their iPhone 11 plan.
- Collaborated closely with cross-functional teams to ensure seamless integration of campaign elements across platforms.

Copywriter at Ogilvy, New York (Jan '19 - June '19)

- Developed comprehensive campaign strategies, including digital films and paid media ads for clients like British Airways and Perrier.
- Engaged in pivotal pitch preparations, contributing to potential new business acquisitions.

Copywriter at Ogilvy, Tokyo (Oct '18 - Jan '19)

- Designed and implemented campaigns tailored for the Japanese and other Asian markets, enhancing brand reach for clients including IBM, Snapchat and Refugees International Japan.

Junior Copywriter at DDB, Berlin (Oct '18 - Mar '19) - Remote

Collaborated with the agency and Kings Of Indigo to bring a concept, #EqualPockets, to life, achieving notable brand impact and recognition.

SKILLS

Digital Advertising (Meta, Google, Pinterest, LinkedIn, YouTube, Bing), Brand Development & Management, Art Direction, SEO, Content, Influencer & Social Media Marketing, Creative Data Analysis, Creative Performance Optimisation, Client Relations, Project Management, Email Marketing, Web Design & Development, Adobe Suite, Figma, Canva, Copywriting, Generative AI, Creative Strategy, A/B Testing, Campaign Planning.

AWARDS

1. Finalist at Clio Award - Fashion and Beauty (#EqualPockets)
2. Leader at Summit Emerging Media Awards, 2019 (Plot Twist)
3. The Drum Chip Shop Award, 2019 - Best Digital Award (Plot Twist)
4. The Drum Chip Shop Award, 2019 - Chair's Award (Plot Twist)
5. Silver, The Nxt in Good Award at Crowbar Awards, 2019 (Plot Twist)
6. Highly Commended at Creative Conscience, 2019 (Plot Twist)
7. Finalist at Chip Shop Worldwide Awards, 2020 (Plot Twist)
8. Finalist at Ad Stars, 2020 (UnMute)
9. One Show, Merit (Non-tradable Bond)
10. Highly Commended at Creative Conscience, 2019 (The Unholy Goddess)
11. Top 25 at Times of India, Power of Print, 2018