



## Rohit Wani - Copywriter

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See my portfolio here: <https://www.rohitwani.com/>

### About

Curious, persistent, calm and not afraid to dive into the weeds. I'm an ideas guy. Fresh, insightful ideas that work – that's what you'll get from me. The words, 'don't be boring', have driven me at various points in my life & held me in good stead as a copywriter and creative at some of the world's biggest (Ogilvy, R/GA, Leo Burnett) and smallest (Storia) agencies.

I've worked in advertising for 5 years, spent 3 years figuring out whether I want to do it, and the rest 19 years having a social life.

Technophile | Gamer | Photographer | Adventure Fiend | Voyager | Art Aficionado

### Experience

#### SENIOR CREATIVE, STORIA – INTEGRUM WORLDWIDE (REMOTE)

##### MAY 2021 - PRESENT

- Responsible for overseeing and executing all aspects of ad production process, from concept to launch. I play a pivotal role in creating compelling advertising campaigns, ensuring that each brand's unique message and identity are effectively communicated to the target audience.
- Managed a team of designers, collaborating with cross-functional teams, breaking down creative briefs, and ideating concepts that align with the brand's values and goals.
- I closely monitor campaign performance, regularly analyse data to optimise & refine ad creatives.
- I honed my skills in project management, design thinking, copywriting, communication, brand building, and leadership.
- Gained a deep understanding of how to effectively translate a brand's vision into creative deliverables, which has allowed me to make a significant impact on multiple brands and develop my expertise in advertising.
- **Brands:** Paso Robles Wine Country, JPW Group of Companies (Axiom, Baileigh Industrial, Powermatic & JET Tools), Cycurion (Cybersecurity), Singani63 (liquor), Feit Electric, US Bio Solutions (cleaning products), Bling2o & Aqua2ude (swim & ski gear), GlamFleur, The Singing Machine, We Are Memphis, Bobblehaus (luxury clothing), and Just Bagels.

## **COPYWRITER, LEO BURNETT (MUMBAI)**

**NOVEMBER 2019 - MAY 2021**

- Collaborated with senior copywriters to write & direct manifestos, TV scripts, brochures, audio scripts, web banners, mailers and outdoor ads.
- Took on video & creative production for clients.
- Participated in over 8 client pitches.
- Built digital campaigns for new product launches.
- Lead the creative team on Birla Estates, Husqvarna Motorcycles & KTM.
- **Brands:** Spotify Premium, PhonePe (digital payments app), PediaSure (children's nutrition product), Shaadi.com (matrimonial website), Birla Estate (real estate), Medimix (FMCG products), KTM (pro-biking) and Husqvarna Motorcycles (pro-biking).

## **COPYWRITING INTERN, R/GA (NEW YORK)**

**JULY 2019 - SEPTEMBER 2019**

- Collaborated with my art partner on developing social media campaigns for clients. (Twitter, Facebook & Instagram)
- Worked on an exciting project to develop animations, unique landing pages, and a backend mechanism for a campaign led on Twitter.
- **Brands:** Verizon Communications, AirBnB, Uber & DuPont.

## **COPYWRITING INTERN, OGILVY (NEW YORK)**

**JANUARY 2019 - JUNE 2019**

- Presented campaign ideas to internal teams and clients.
- Executed social media campaigns and email marketing campaigns for a few clients.
- Learned animation on Premiere Pro & After Effects along with website wire framing.
- Took on copywriting projects for audio ads, directed the voice over recording & editing and participated in major client pitches.
- **Brands:** British Airways, Perrier, Merck, Lisa Foundation, Phillips, Nationwide & CeraVe.

## **COPYWRITING INTERN, OGILVY (TOKYO)**

**OCTOBER 2018 - DECEMBER 2018**

- Wrote TV scripts, gave 360 digital campaign ideas, proposed experiential ideas & attended seminars on the importance of understanding our audience.
- **Brands:** IBM Olympics 2020, Refugees International Japan, Snapchat, Olympus & S. C. Johnson's Glade.

## **JUNIOR CREATIVE, DDB (BERLIN)**

**REMOTE COLLABORATION**

- Collaborated while studying at Miami Ad School, to execute #EqualPockets campaign for Kings Of Indigo.

## **Skills**

Performance Marketing | Brand Building | Target Audience Strategy | Website & Landing Page Development | Art Direction | Copywriting | Copy Editing | Email Marketing | Designing (Photoshop, Illustrator, Premiere Pro, After Effects) | Team Collaboration | Team Management | Campaign Ideation & Execution | Digital & Mainline Advertising | Consumer Journey Mapping | Data Analysis for Creative Optimisations | Conceptual Thinking | Marketing Communication | Digital Marketing Strategy | Content Writing | Client Management | Digital Marketing Strategy | AI Tools | Leadership | Presentation | Client Communication

## **Achievements**

1. Finalist at Clio Awards - Fashion & Beauty (#EqualPockets)
2. Leader at Summit Emerging Media Awards, 2019 (Plot Twist)
3. The Drum Chip Shop Awards, 2019 - Best Digital Idea (Plot Twist)
4. The Drum Chip Shop Awards, 2019 - Chair's Award (Plot Twist)
5. Silver at 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. Ad Stars Award, 2020 (UnMute)
9. One Show, Merit (The Non-Tradable Bond)
10. Highly Commended at Creative Conscience 2019 (The Unholy Goddess)

11. Top 25 at Times of India, Power of Print Awards, 2018

12. Young Creative of the Year at Leo Burnett, 2020

## **Education**

Miami Ad School, Mumbai – Post Graduate Diploma in Copywriting (2017 - 2019)

University of Mumbai – Bachelors in Mass Media & Communication (2014 - 2017)