

ROHIT WANI

PORTFOLIO

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PROFILE

I have 3 years of experience working as a copywriter at renowned agencies across the globe. Like, Ogilvy Tokyo, Ogilvy New York, R/GA New York, Leo Burnett Mumbai and currently working at Hell's Creative in New York. As a student I also got to work remotely on executing a project with DDB Berlin.

EXPERIENCE

Creative, Storia; New York — May 2021 - Present

(Hell's Creative was acquired by Integrum Worldwide and became Storia)

- Lead copywriter on brands like, TruSkin, NOTO Botanics, Paper Project, Bling2o, Marathon Training Academy, and TIDL.
- Onboarded multiple clients by strategising, conceptualising and executing paid media campaigns on Google, Facebook, Instagram, YouTube, and TikTok.
- Analysed data collected from campaigns to gather insights and apply in future creatives for the client.

Copywriter, Leo Burnett; Mumbai — November 2019 - May 2021

- Worked across brands like Spotify Premium, PediaSure (Child Health Supplement), PhonePe (Digital Payments App), Birla Estates (Real Estate), KTM (Pro-Biking), Husqvarna Motorcycles, Medimix Ayurveda (FMCG products), and Shaadi.com (Matrimonial Portal).
- Wrote audio ads, TVCs, YouTube pre-rolls, manifestos, brochures, mailers, web banners, copy for OOH mediums, and for digital platforms.
- Was given the responsibility of a Lead Copywriter to an Indian legacy brand, Birla Estates.
- Worked on pitches and proactive ideas, throughout.

Copywriter Intern, R/GA; New York — July 2019 - September 2019

- Worked on campaigns for Verizon Communications, Airbnb, Uber and DuPont.
- Helped execute an iPhone sweepstakes for Verizon communication, by creating a database and creatives.
- Participated in conceptualising campaigns Airbnb and Verizon in collaboration with senior creatives.

Copywriting Intern, Ogilvy; New York — January 2019 - June 2019

- Worked on campaigns and ideas for British Airways, Perrier, Merck, Lisa Foundation, Nationwide, and CeraVe.

- Participated in a pitch for Papa Johns.
- Pitched ideas and made creatives for Nationwide, British Airways, Lisa Foundation.
- Wrote manifestos, mailers, copy for web banners, social media posts and OOH mediums.

Copywriting Intern, Ogilvy; Tokyo — October 2018 - December 2018

- Worked on campaigns for IBM, Refugees International Japan, S. C. Johnson's Glade.
- Wrote scripts for digital films, TVCs, and B2B films.
- Participated in a pitch for the global business of Snapchat.

Copywriter, DDB; Berlin — Remote Collaboration

- Presented and sold the idea #EqualPockets to senior creatives at the agency, remotely while studying.
- Helped execute the campaign.

ACHIEVEMENTS & AWARDS

- Leo Burnett's Rotten Apple Winners List, 2021 (Young Creatives of the Year- Equivalent)
- Clio Awards - Finalist in Fashion and Beauty (#EqualPockets)
- Summit Emerging Media Awards, 2019 - Leader (Plot Twist)
- Chip Shop Awards by The Drum, 2019 - Best Digital (Plot Twist)
- Chip Shop Awards by The Drum, 2019 - Chair's Award (Plot Twist)
- The Next in Good Award at Crowbar Awards, 2019 - Silver (Plot Twist)
- Creative Conscience, 2019 - Highly Commended (Plot Twist)
- Chip Shop Worldwide Awards, 2020 - Finalist (Plot Twist)
- Ad Stars, 2020 - Merit (UnMute)
- One Show Young Ones, 2019 - Merit (Non-tradable Bond)
- Creative Conscience, 2019 - Highly Commended (The Unholy Goddess)
- Power of Print by Times of India, 2018 - Top 25 Shortlist

EDUCATION

Miami Ad School, Mumbai — Postgraduate Diploma in Copywriting, 2019

University of Mumbai — Bachelor of Mass Media, 2017

Udaan School of Photography — Commercial Photography, 2015