



YASH YASHWANTE

Copywriter

Strategist, Art Director, DJ/Music Producer

Education

2023-2025

- COPYWRITING PORTFOLIO PROGRAM - MIAMI AD SCHOOL, MUMBAI

2018-2021

- BA JOURNALISM AND MASS COMMUNICATION - DY PATIL INTERNATIONAL UNIVERSITY, PUNE

Skill

- Copywriting
- Creative Strategy
- Designing
- Video Editing
- Music Production
- DJing

Languages

- English
- Hindi
- Marathi
- Spanish

Overview

"Okay, lets keep it short. I am Yash, a copywriter & strategist with a knack for art direction. You can see principles of art are always evident in my work. Through advertising, I am to understand **people**, prioritize **creativity**, and **position** brands from where they can take off."

Experience

- COPYWRITER - THE MINIMALIST, MUMBAI
July - September 2024
- COPYWRITER - DDB MUDRA GROUP, MUMBAI
April - June 2024
- STRATEGIST - OGILVY, MUMBAI
January - April 2024
- COPYWRITER - THE TRIBE, PUNE
June - December 2022
- CREATIVE COPYWRITER - SRV MEDIA, PUNE
January - April 2022
- CONTENT WRITER - INSIGHTS SUCCESS, PUNE
July - October 2021

Contact

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Wanna know

where I invested my childhood?



WORK EXPERIENCE

THE TRIBE, PUNE - Copywriter - June 2022 - December 2022

Print & social media copywriting for major real estate companies, web content, Meta ads copywriting, and proofreading.

SRV MEDIA, PUNE - Creative Copywriter - October 2021 - January 2022

Writing across all social media channels for Symbiosis, Unimark, Finar, Admissionshala.

INSIGHTS SUCCESS, PUNE - Content Writer- July 2021 - October 2021

Wrote news and articles for a business magazine company.

INTERNSHIP Experience

THE MINIMALIST, MUMBAI - Copywriter - July 2024 - September 2024

DDB MUDRA GROUP, MUMBAI - Copywriter & Strategist - April 2024

Worked on RuPay, Bisleri, Ikea.

OGILVY, MUMBAI - Copywriter & Strategist - January 2024 - March 2024

Worked on Copy and Strategy of Cadbury Dairy Milk Silk AI Campaign, Brook Bond Red Label, Maaza, Parachute Baby, Set Wet.

THE CRITEGAL, DELHI - PR - March 2021 - May 2021

Wrote blogs and articles related to legal matters.

NAVBHARAT TIMES, PUNE - Text Translator - January 2020 - February 2020

Translated News from Hindi to English.

ARTBUZZ, PUNE - Creative - October 2018 - November 2018

Learned Photoshop and Illustrator and designed a website.

PROJECTS / CERTIFICATION

Mega Digital Marketing Course - Udemy by Pouya Eti

Copywriting Crash Course - Growth School by Devargh Mukharjee

Google Digital Garage - Google Certification

Final Year Research Project - Comparative case study of Guerrilla Marketing of McDonald's in India and the US.

My childhood investments.

Social Media Management: Grew 20,000+ organic followers on Instagram and LinkedIn.

E-commerce Channel Marketing: Sold 1000+ products on Amazon, Meesho, and Flipkart.

Short Film Making: Produced a Zomato advertisement and a short film.

Influencer Marketing Management and Meta Ads: Proficient in influencer partnerships and Meta platforms.

Website Creation and SEO: Developed WooCommerce WordPress website.

Blog Writing: Authored spirituality blogs on Blogger.com

Content Creation for YouTube Channels: Published content for YouTube channels, covering music, cooking, and the stock market.

Music Production: Engaged in music and jingle production since 2017.

Video Editing: Acquired video editing skills since 2014.

Copywriting: Managed an Instagram account for crafting speculative, promotional, strategic, and creative copy for brands.

AI Tools Exploration: Currently exploring various AI tools to enhance creativity and productivity.

