



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
- Brand 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 always evident in my work. Through advertising, I aim to understand **people**, prioritize **creativity**, and **position** brands from where they can take off."

Experience

SOCIAL MEDIA MANAGER - ZERO EXTRA NONSENSE

October 2025 - Present

CONTENT CREATOR - YASHVERTISING

January 2024 - Present

COPYWRITER & STRATEGIST - OGILVY MIAMI

April - June 2025

COPYWRITER - VML & OGILVY JAPAN

January - March 2025

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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[Portfolio](#)

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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 brands, 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

OGILVY, MIAMI - Copywriter & Strategist - April 2025 - June 2025
Worked on KFC, Heineken, IKEA, La Tropical, Dove, Pirucream.

VML & OGILVY, JAPAN - Copywriter - January 2025 - March 2025
Worked on brands including Macallan, Lexus, Audi, Bulk Homme, and some proactive ideas for Google, Spotify, Sofy & Kikat.

THE MINIMALIST, MUMBAI - Copywriter - July 2024 - September 2024
Worked on Bajaj Allianz & Tata Neu.

DDB MUDRA GROUP, MUMBAI - Copywriter - April 2024 - July 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 50,000+ 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.

Meta Ads Management: Developed e-commerce performance marketing campaigns on Meta platforms.

Influencer Marketing Management: Proficient in influencer partnerships.

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.

