



# 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

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**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

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**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

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**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

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**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.

