



TX 5063

TX 5063

Sanchit Agarwal

Associate Creative Director @ Ogilvy
Copywriter | Poet | Lyricist | Composer

HERE'S MY STORY:

A biotech engineer and a scientist by academia quit the mundane life of a researcher and followed his passion for converting ideas into words. Now defeating habits with originality from about 10 years in digital and mainline advertising.

WORK EXPERIENCE

Ogilvy Associate Creative Director - Ogilvy

JULY 2022 - PRESENT

- Leading the creative duties on Bournvita, Brooke Bond Red Label, Cadbury Chocochips and Chocobakes

Leo Burnett Associate Creative Director - Leo Burnett

JANUARY 2022 - JULY 2022

- Spearheaded the creative duties on PharmEasy and PhonePe

GREY group Group Head Copy - AutumnGREY

SEPTEMBER 2019 - JANUARY 2022

- Mentored the creative team on digital, social & integrated brand campaigns and pitches.
- Conceptualized and created a unique brand property 'Deewaron Ki Suno' and executed over 7 new product launches
- Worked on multiple digital campaigns for Vedantu

WAT Consult Account Manager | Copywriter

Connect | Converse | Collaborate | Co-create

SEPTEMBER 2017 - SEPTEMBER 2019

- Managed overall digital marketing duties for key accounts extensively.
- Created content strategies and amplified leading digital campaigns for several brands.

InnoServ Account Manager | Media Planner | Copywriter

APRIL 2016 - SEPTEMBER 2017

- Owned the strategic and execution vision for various key accounts including Mercedes-Benz Pune & Audi Pune.
- Created highly effective social media campaigns & generated over a Billion in revenues through effective lead generation.



Content Lead

APRIL 2015 - MARCH 2016

- Worked on content generation, distribution, and web traffic building for Malaysia. Presented car launches, car reviews, and road tests

THE INGENIOUS BOX Founder - Freelance Writer

JUNE 2014 - MARCH 2015

CONTACT

+91 - 97-839-839-45

Current: 405, Savannah Avalon, Marol, Andheri East, Mumbai - 400059

Permanent: 48, Panchwati Colony, Gurjar Ki Thadi, Jaipur, Rajasthan - 302019

san.mk1992@gmail.com

16th July, 1992

SEE THE WORK

<http://approvedbyclient.com>

SKILLS

- Script and Screenplay writing
- Composing Jingles, Lyrics writing and Brand taglines
- Campaign planning and execution
- Digital and Social media marketing
- Research and Data Analysis

EDUCATION:

2014-15 - Research scholar - CSIR National Institute of Oceanography

2010-14 - B.Tech in Biotechnology - Amity University

KEY BRANDS

- **Automotive** - Tata Motors, Mercedes Benz, Total, Cardekho.com
- **BFSI** - Axis Bank, Aditya Birla Capital, SBI Life, ICICI Lombard, L&T Financial Services, PhonePe
- **Construction** - Birla White
- **FMCG** - Bournvita, Red Label, Cadbury, Fama, Savlon, Vivel, Gillette, H&S, Pantene, Weikfield
- **CSR** - P&G Shiksha
- **Other** - HP, Samsonite, American Tourister, Raymond, Indian Oil, Pharmeasy