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AN AWARD-WINNING CREATIVE LEAD AND COPYWRITER WHO KNOWS THE DIFFERENCE BETWEEN 'THERE' AND 'THEIR'. I SPECIALIZE IN DISRUPTIVE MARKETING SOLUTIONS AND HAVE 12+ YEARS OF WORK EXPERIENCES ACROSS THE GLOBE (INDIA, UAE, NETHERLANDS). HAVING WORKED ON SOME OF THE BIGGEST BRANDS IN THE WORLD AND LED MULTIPLE TEAMS ALONG THE WAY I'M ALSO WELL-VERSED IN THE LANGUAGE OF DEADLINES AND EGOS.

## EXPERIENCE

CREATIVE LEAD: GOSPOOKY AMSTERDAM <i>JBL, SAMSUNG</i>	JUN 2023 - CURRENT
CREATIVE LEAD: BOOMERANG AMSTERDAM (PUBLICIS) <i>HEINEKEN, T-MOBILE</i>	DEC 2021 - MAY 2023
SENIOR CREATIVE: SUPERHEROES AMSTERDAM <i>LENOVO, ZALANDO, MOMENTUM BIKES</i>	MAR 2020 - DEC 2021
SENIOR COPYWRITER (FREELANCE) <i>BMW, MINI</i>	NOV 2018 - FEB 2020
COPYWRITER: LEO BURNETT DUBAI <i>EMIRATES, SAMSUNG, EMIRATES NBD</i>	OCT 2017 - OCT 2018
COPYWRITER: J. WALTER THOMPSON DUBAI <i>HSBC BANK, BENTLEY, NIKE</i>	MAY 2015 - JUL 2017
COPYWRITER: THE REPUBLIC MUMBAI <i>HARLEY-DAVIDSON, DIESEL JEANS</i>	DEC 2010 - AUG 2011
IMAGE EXECUTIVE: PERFECT RELATIONS MUMBAI (PR) <i>FIAT, GODREJ</i>	JUN 2009 - AUG 2010

## AWARDS

CANNES LIONS, EUROBEST, NEW YORK FESTIVALS, THE WEBBYS, THE LOVIE AWARDS, DUTCH CREATIVITY AWARDS, DUBAI LYNX, MENA EFFIES, D&AD NEW BLOOD, EUROPEAN EXCELLENCE AWARDS, SOUND+MUSIC AWARDS

## EDUCATION

COPYWRITING: <i>THE CREATIVE CIRCUS, ATLANTA</i>	JUN 2012 - SEP 2014
M.A.(PSYCHOLOGY): <i>UNIVERSITY OF MUMBAI</i>	JUN 2007 - JUN 2009