

ADITYA TUGNAIT

Copywriter & Strategist

CONTACT

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EDUCATION

2018 – 2021

**BA Journalism & Mass
Communication**

Amity University, Noida

- Specialised in Copywriting, Branding and Film Production.
- Co-directed, shot and edited 3+ student film projects and documentaries.

Class of 2018

Science (PCM + Web Technology)

Apeejay School, Faridabad

SKILLS

Branding & Video

- Brand Positioning
- Campaign Narratives
- SEO-friendly Website Copy
- Video Scriptwriting & Storyboard Development
- Brand Voice & Tone
- End-to-end Video Production

Social Media

- Multi-format Content Strategy
- Social Media Calendars & Content
- Brand Campaigns

General

- Client Management
- Collaborative Thinking
- Multi Project Coordination

PROFILE

Writer and strategist with 3+ years of experience helping brands across formats – be it scripts, shoots, social media, branding or their next big campaign. I bring versatility across media (video, photo, audio) and thrive in end-to-end creative processes – from concepts to final deliverables. All of these varied experiences have made my skills sharper and helped me craft communication that works and lasts. Checkout my website and know more.

WORK EXPERIENCE

■ Yellow Creative Agency, Mumbai

Associate Copywriter – Branding

Nov 2023 – Nov 2024

- **Brands** – Forbes 30U30, TedX, Birla Estates, Mixt By Nykaa Fashion, OZiva, Liquid IV, Isharya, GM Syntex & more.
- Directed the writing efforts of the branding team at the agency and provided solutions, copy and strategy on several branding projects, shoots and social media campaigns.
- Conceptualised and executed ideas across formats – from photoshoots and brand films to emailers and website copy – creating a body of work rooted in insight and strategy.
- Stepped into client servicing responsibilities as and when needed, ensuring seamless communication between teams.

■ Copywriter – Branding

Sep 2022 – Oct 2023

- Ideated, strategised and executed concepts and copy for various branding projects across industries like beauty, B2B textile, fine dining, luxury fashion, nutraceuticals and more.
- Executed and managed end-to-end video production for various brands from scripting till editing including production and assistant direction.

■ WhitePanda Media, Bangalore (remote)

Marketing Associate

Jun 2021 – Dec 2021

- **Brands** – Vodafone, Razorpay, Groww, L&T Infotech, Wipro, Policybazaar, Angel Broking, Coinswitch.
- Strategised, conceptualised and created marketing communications across Instagram, Twitter and LinkedIn and grew the brand's organic follower count to 1000+ cumulatively.
- Ideated, wrote and designed long and short form content for social media, blogs, websites, articles and marketing visuals.

■ Director of Community – Intern

Sep 2020 – Apr 2021

- Established, grew and moderated a network of 300+ freelancers on Slack.
- Strategised and created long form content on LinkedIn which garnered over 10k+ impressions.