


Prachi Gupta

CREATIVE DIRECTOR | WRITER



Lajpat Nagar, New Delhi 

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prachi-gupta.com 

+91 7045603354 

AWARDS

Kyoorius Young Blood Shortlisted
2017 - Caratlane

Kyoorius Young Blood Winner
2017 - Purpose Climate Lab

2 **Bronze** MMA Smarties Awards
2022 for boAt

1 **Gold**, 1 **Silver**, 1 **Bronze** for
DG+ Awards 2023

2 **Gold**, 1 **Silver**, 1 **Bronze** for Afaqs!
Marketing Excellence Awards 2023

2 **Bronze** **Abby's Goa Fest Awards**
for boAt

2 merit **Abby's Goa Fest Awards** for
boAt

1 **Gold** for Mommy's 2023 - boAt

Shortlisted for **Impact 30 under 30**
- 2023

ABOUT ME

With 8 years in the industry, I'm a versatile copywriter, marketer, and creative leader. I excel at identifying and amplifying a brand's unique voice, all while staying attuned to culture, technology, and innovative ideas. I'm passionate about nurturing and empowering writers to enhance their skills and creativity.

WORK EXPERIENCE

Senior Copy Manager

Heads Up For Tails, Gurgaon

Jan 2024 - Present

- Shaped brand tone and identity across all communication channels, ensuring cohesive execution and enhanced brand alignment through cross-functional collaboration
- **Doubled growth** in six months through strategic performance advertising, surpassing the **sales target five months ahead of schedule**
- Successfully launched **HUFT's first kibble brand**, Hearty, establishing a new product line with strong market entry
- Spearheaded campaigns that boosted brand visibility and customer engagement, driving sustained growth

Group Head

May 2023 - Present

Copy Supervisor

Digitas India, Mumbai/Delhi

Nov 2021 - Apr 2023

- Led **award-winning campaigns** as a team leader and a key member for NIVEA, boAt, myTrident and Crocs.
- Spearheaded innovative **metaverse campaign launch**.
- Mentored junior writers
- Played a key role in pitches like Taco Bell, Pepsi, KFC, Kimrica
- Contributed to an award-winning and impactful campaign for boAt that achieved 5 million impressions.
- Worked on Budweiser World Cup concept that garnered appreciation from global clients

Senior Copywriter

Ideate Labs, Mumbai


Jun 2020 - Oct 2021

- Handled Hafele, UTI Mutual Funds, Cordelia Cruises, and team leadership

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Senior Copywriter

McCann WorldGroup, Mumbai

Jan 2018- Mar 2020

- Crafted compelling copy for Complian, IDFC Bank, HiCare, Caladryl, A. O. Smith, and Duroflex
- Integral to IDFC Bank's comprehensive 360-degree campaign, encompassing films, outdoor, and print media
- Instrumental in numerous successful pitches for renowned brand like Audi, Mahindra, Voot Kids, Anchor, Abbot, etc.

Copywriter

TBWA\, Mumbai

Aug 2016- Dec 2017

- Worked with brands: Standard Chartered, Cipla, Xiaomi, Modern Bread, Airbnb.
- Worked on the Xiamo-HRX collaboration
- Secured both a shortlist and a win at the Kyoorious Young Blood Awards

Copy Intern

Leo Burnett, Delhi

Apr 2016- Jul 2016

- Contributed to brand campaigns of Limca and DLF

Copy Intern

TBWA\, Mumbai

Jun 2015- Jul 2015

- Worked on Nissan motors and released my debut radio spot

Client Servicing Intern

Ogilvy, Delhi

Jun 2014- Jul 2014

- Attained foundational advertising insights while contributing to Max Life Insurance

EDUCATION

BACHELORS IN JOURNALISM AND MASS COMMUNICATION

Amity University | 2013-2016

8.9/10 GPA

BIRLA VIDYA NIKETAN

High School | 2012