

PRASAD B. PAWAR

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PERSONAL SUMMARY

An advertising professional learning new forms of copywriting over 11 interesting years. Having evolved from mainline advertising to digital marketing to Gen AI copywriting, I have had the opportunity to work on a diverse range of brands across multiple industries. The ability to convey an entire story with just a few words and design is still the most exciting aspect of advertising that keeps me going after all these years.

SKILLS

Core Competency

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| <ul style="list-style-type: none">• Copywriting & Conceptualisation• Storytelling• Content Strategising• Brand Positioning• Team Management• Operations & Execution• Digital Marketing• GenAI content writing• Prompt engineering | <ul style="list-style-type: none">• Social Media Marketing• Design understanding & Visualisation• iWork Productivity Suite• MS Office Suite• WordPress Backend (Basic)• Project Management Tools• Generative AI Tools - Jasper, Gemini, ChatGPT |
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EXPERIENCE

06/2024 - Current

TEMPEST ADVERTISING, PUNE

- Creative conceptualisation and direction
- Managing the creative output for both Copy and Design across two branches
- Pitching to national clients with the objective of expanding Tempest's creative footprint pan India
- Heading a creative team of writers and designers in Pune & Hyderabad
- Utilising my digital marketing understanding for enhancing the performance marketing accounts in Tempest
- Building a new-age creative team of both designers and copywriters that can handle the increased volume of work.
- I'm also building a

08/2021 - 05/2024

BEYONDWALLS

- Creative conceptualisation for real estate projects and brands.
- Team management, training, and upskilling.
- Managing operational execution for my team of 8 writers.
- Preparing content strategies for brand and project promotion.
- Interdepartmental collaboration with Design, Social, Paid Media, UI, and other aligned teams.
- Client interactions for presenting concepts, understanding requirements, and escalation management.

01/2019 - 07/2021	AMURA MARKETING TECHNOLOGIES • Managing a team of writers to ensure timely and creative output. • Day-to-day task allocation and reviews. • Maintaining the quality and creativity of Copy tasks written by the team. • Collaborating with the manager and fellow supervisor for ideations. • Interacting with clients for understanding requirements and managing concerns. • Collaborating with other departments.
04/2017 - 11/2018	TALKD • Writing creative copies and content for websites, presentations, social media campaigns and videos catering to B2B clientele. • Forming concepts for brand positioning and storytelling presentations. • Internal coordination with designers for effective project execution. • Preparing wireframes for WordPress-based websites and presentations. • Scheduling and preparing social media plans and strategies. • Writing internal branding content like blogs and articles.
12/2016 - 03/2017	AMAZON, Bengaluru • Content editing for A+ pages • Content writing for Amazon India sellers • Trouble-ticketing for US vendors
07/2015 - 11/2016	108 ADMONKS • Concept and copy creation • Content writing • Website ideation and content development • Event branding and execution • Advertising planning and execution
12/2013 - 06/2015	OneZeroEight • Collaborating with seniors and writing long and short format copy as per client briefs. • Content writing for online and offline collaterals. • Website ideation and content development. • Event branding and execution. • Advertising planning and execution.

EDUCATION

01/2013	Masters in Journalism and Mass Communication (MJMC) MIT-ISBJ, Pune
01/2011	Bachelors in Business Administration (BBA) (Marketing) S.P. College, Pune
2004	H.S.C. Muktangan Junior College, Pune
2002	S.S.C. Muktangan High School, Pune

NOTABLE BRANDS

- Glenmark
- HDFC ERGO
- Phoenix Marketcity
- StayHappi
- Garuda Mall
- Ahmednagar Mahakarandak
- Hyundai Construction Equipment
- Persistent
- Castrol
- BoldCare
- Saama
- EMAAR
- Oberoi Realty
- Mahindra Lifespaces
- Oxford Golf Resort
- Magarpatta City Group
- Syngenta India
- Kesseboehmer India
- Sell.Do

INDUSTRIES

- Pharma
- PropTech & Real Estate
- FMCG
- Retail
- SaaS Products
- Education & EdTech
- Banking & Insurance
- Wholesale

PERSONAL INFORMATION

- Date of Birth: 05/20/86
- Marital Status: Married

LANGUAGES

- HINDI (Conversant)
- MARATHI (Conversant)
- ENGLISH (Proficient & Conversant)