

About Me

An advertising professional learning new forms of copywriting over 10 interesting years. Having evolved from mainline advertising to digital marketing, I have had the opportunity on a diverse range of brands across multiple industries. The ability of conveying 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.



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I am Prasad B. Pawar

Core Competency

- Copywriting & Conceptualisation
- Content Strategy
- Digital Marketing
- Social Media Marketing
- Storytelling
- Brand Positioning
- UX Writing
- Team Management
- Operations & Execution
- Design understanding & Visualisation

Work Experience

June 2024-Present

Tempest Advertising, Pune

CREATIVE HEAD

- 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.

INDUSTRIES

- SaaS
- B2B
- Pharma
- PropTech & Real Estate
- FMCG
- Retail
- Education
- Banking & Insurance

NOTABLE BRANDS

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

Aug 2021 - May 2024 · 2 Years, 10 Months)

BeyondWalls, Pune

COPY MANAGER

- 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.
- **Crafting** pitch ideations.

Jan 2019-Jul 2021 (2 Years, 7 Months)

Amura Marketing Technologies, Pune

COPY SUPERVISOR

- 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.

Apr. 2017-Nov 2018 (1 Year, 8 Months)

Talkd Inc., Pune

SENIOR COPYWRITER

- Writing creative copy 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.

Dec. 2016-Mar 2017 (4 Months)

Amazon, Bengaluru

COPY EDITOR & WRITER

- Content editing for A+ pages.
- Content writing for Amazon India sellers.
- Trouble-ticketing for US vendors.

INTERNSHIPS

- INDIAN EXPRESS, Pune (2012)
- LexiConn Content Services, Mumbai (2013)

LANGUAGES

- HINDI
- MARATHI
- ENGLISH

PERSONAL INFO

- **DoB:** 20th May, 1986
- **Marital Status:** Married

Jul. 2015-Nov 2016 (1 Year, 5 Months)

108 Admonks, Pune

COPYWRITER

- Concept and copy creation.
- Content writing.
- Website ideation and content development.
- Event branding and execution.
- Advertising planning and execution.

Dec. 2013-Jun 2015 (1 Year, 8 Months)

One Zero Eight, Pune

COPYWRITER

Technical Skills

- iWork Productivity Suite
- MS Office Suite
- WordPress Backend (Basic)
- Project Management Tools
- Gen AI Tools - Gemini, ChatGPT, Jasper

Academics

MIT-ISBJ, Pune— 2011-2013

Masters in Journalism and Mass Communication (MJMC)

S.P. College, Pune— 2008-2011

Bachelors in Business Administration (BBA) (Marketing)

H.S.C., Pune— 2004

Muktangan Junior College

S.S.C., Pune— 2002

Muktangan High School