


# SAMRUDDHI PAWAR

## COPYWRITER

 646-322-4998

 SAMRUDDHI.NPAWAR@GMAIL.COM

 SAMRUDDHIPAWAR.COM

## EXPERIENCE

### FOUR4FUN NY

#### CO-FOUNDER | SINCE DEC 2020

Created Commercial Break, a table-top card game for the advertising industry.

### PAINTGUN.io NY

#### COPYWRITER | SINCE FEB 2021

Creative conceiving and copywriting for Current Checking Account's paid social media ads.

### R\WEST NY

#### COPYWRITER | MARCH 2021 - MAY 2021

Worked on the following accounts: Rioja Wines, Bonne Maman, Teachers FCU, Bonterra Wines, 1000 Stories.

### GREY NY

#### COPYWRITING INTERN | SUMMER 2020

Worked under the Gillette Venus team and brainstormed ideas for the client pitch.

### G.R.O.W.T.H. INITIATIVE NY

#### COPYWRITER | SUMMER 2020

Virtually attended client meetings, brainstormed and presented ideas with the creative team for a non profit – City Living NY.

Concepted, scripted and developed the TVC.

### WUNDERMAN THOMPSON NY

#### YOUNG COMMODORE | SUMMER 2019

Attended client meetings, brainstormed and presented ideas with the creative team for a non profit – The Dinner Table Doc.

Concepted, scripted, storyboarded and developed the TVC.

Helped direct the talent at the shoot.

## LANGUAGES

**English** | it's the first language

**Hindi** | it's the second language

**Marathi** | it's not made up

**Gen Z** | it's lit

**Baby Boomer** | it's groovy

**Potato** | it's mashed

## EDUCATION

### MIAMI AD SCHOOL NEW YORK

#### Copywriting | 2018-2020

Courses: Ideas First, Script Writing, Content Creation, Wordsmithing, Idea Presentation, Video Storytelling, Interactive Campaigning, Pop Culture Engineering

### JAI HIND COLLEGE MUMBAI

#### Bachelor's in Mass Media | 2015-2018

Courses: Copywriting, Advertising in Contemporary Society, Consumer Behaviour, Brand Building, Radio and Television, Effective Communication Skills

## AWARDS

**GRAPHIS** Gold x 3 | Silver | Honorable Mention

**MUSE CREATIVE AWARDS** Gold

**SUMMIT AWARDS** Bronze

**CREATIVITY AWARDS** Bronze

**NYX GAME AWARDS** Silver

**NYX MARCOM AWARDS** Grand

**VEGA AWARDS** Arcturus

## SOFT SKILLS

**Adaptability** level: Bear Grylls

**Collaboration** level: Stapler

**Organization** level: Mom

**Empathy** level: Dolphin

**Punctuality** level: Grandpa Clock

**Meowing** level: Almost Cat

**Stealth** level: Ninja Adjacent