



SAMRUDDHI PAWAR

COPYWRITER

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SAMRUDDHIPAWAR.COM

EXPERIENCE

FOUR4FUN NY

CO-FOUNDER | SINCE DECEMBER 2020

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

NEON - AN IPG HEALTH COMPANY NY

COPYWRITER | NOVEMBER 2023 - PRESENT

Concepting and copywriting (creative + technical) across health accounts.

EPISODE FOUR NY

COPYWRITER | SEPTEMBER 2021 - JUNE 2022

Creative concepting and copywriting for Visa, Newsela, Carbon Health, Windstar, and Charles Schwab.

PAINTGUN.io NY

COPYWRITER | FEBRUARY 2021 - SEPTEMBER 2021

Creative concepting 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

Creative copywriting for a non profit – City Living NY.

WUNDERMAN THOMPSON NY

YOUNG COMMODORE | SUMMER 2019

Concepted, scripted, storyboarded and developed the TVC for a non profit – The Dinner Table Doc.

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



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