



SAMRUDDHI PAWAR

COPYWRITER

646-322-4998

SAMRUDDHI.NPAWAR@GMAIL.COM

SAMRUDDHIPAWAR.COM

EXPERIENCE

SHE SAYS NY

BOARD MEMBER | SINCE JAN 2023

Leading the NY Chapter for the award-winning community focused on elevating women and non-binary people in the creative fields. Duties include organizing events, community engagement, and fulfilling multi-channel copywriting needs.

NEON - AN IPG HEALTH COMPANY NY

COPYWRITER | SINCE NOV 2022

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

FOUR4FUN NY

CO-FOUNDER | SINCE DEC 2020

Created Commercial Break, a table-top card game for the advertising industry. Brewing more fun ideas with the team at the moment.

EPISODE FOUR NY

COPYWRITER | SEP 2021 - JUN 2022

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

PAINTGUN NY

FREELANCE COPYWRITER | FEB 2021 - SEP 2021

Creative concepting and copywriting for paid social media ads. Account: Current Mobile Banking.

R\WEST NY

FREELANCE COPYWRITER | MAR 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.

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 UNIVERSITY

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 x 3 | Hon. Mention x 2

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 |
| Boomer | it's groovy |
| Potato | it's mashed |

