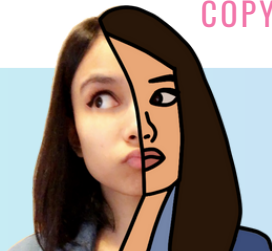


# SAMRUDDHI PAWAR

## COPYWRITER



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🌐 SamruddhiPawar.com

### 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 Awards**  
Gold x 3 | Silver x 3

**Vega Awards**  
Arcturus

**Summit Awards**  
Bronze

**Muse Creative Awards**  
Gold

**NYX Game Awards**  
Silver

**NYX Marcom Awards**  
Grand

**Creativity Awards**  
Bronze

### SOFT SKILLS

**Adaptability**  
Level: Bear Grylls

**Punctuality**  
Level: Grandpa Clock

**Collaboration**  
Level: Stapler

**Meowing**  
Level: Cat

**Organization**  
Level: Mom

**Stealth**  
Level: Ninja

**Empathy**  
Level: Dolphin

**Absorption**  
Level: Sponge

### LANGUAGES

**English**—it's the first language  
**Hindi**—it's the second language  
**Marathi**—it's not made up  
**Gen Z**—it's lit  
**Millennial**—it's basic  
**Boomer**—it's groovy  
**Potato**—it's mashed



### EXPERIENCE

**TBWA\Chiat\Day** NY

**Senior Copywriter** | Since Mar 2025  
Creative conceiving and copywriting for Moderna.

**SheSays** 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.

**Four4Fun** NY

**Co-Founder** | Since Dec 2020  
Created Commercial Break, a tabletop card game for the advertising industry. Brewing more fun ideas with the team at the moment.

**Neon** NY

**Senior Copywriter** | Nov 2022 - Mar 2025  
Concepting and copywriting (creative + technical) across agency accounts.

**\*Freelance Stint\***

**Copywriter** | Sep 2022 - Nov 2022  
Project-based creative conceiving and copywriting for a unique mix of names like Vrbo and the Denver Art Museum.

**Episode Four** NY

**Copywriter** | Sep 2021 - Aug 2022  
Creative conceiving and copywriting for Visa, Newsela, Carbon Health, Windstar, and Charles Schwab.

**Paintgun** NY

**Freelance Copywriter** | Feb 2021 - Sep 2021  
Creative conceiving and copywriting for paid social media ads for Current Mobile Banking and Lyfe Social.

**R\West** NY

**Freelance Copywriter** | Mar 2021 - May 2021  
Creative copywriting for Rioja Wines, Bonne Maman, Teachers FCU, Bonterra Wines, and 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 nonprofit—City Living NY.

**Wunderman Thompson** NY

**Young Commodore** | Summer 2019  
Crafted a TVC for a nonprofit—The Dinner Table Doc.