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Education

2015 -2019
B.des
National Institute of
Fashion Technology, New Delhi

AISSCE 2014
K.V. No.1, Bhubaneswar

AISSE 2012
Christ Church Senior Secondary
School, Jabalpur

KOKILA SRIVASTAVA

Writer

Profile

I am a writer and copy expert with 4 years of experience in the advertising industry. I have crafted many digital campaigns, and written scripts for several ad films and a national experiential show for the Red Fort. My passion lies in ideation, screenwriting and digital marketing.

Experience

Havas Creative	Copy Supervisor I have created and led 360 degree national campaigns for brands such as Mortein, Vivo, Mamaearth, etc.
Dentsu Impact	Copywriter I have created digital and mainstream campaigns for brands such as Vivo, Catch, Paytm, etc. My role includes coming up with disruptive ideas, copywriting as well as screenwriting.
Humour Me Pvt. Ltd.	Creative Associate I was a key member of the copy team and was responsible for creating brand strategies, content planning, conceptualising brand campaigns and writing ad films. I worked with brands like Dalmia Bharat, Nykaa, Arctic Fox, Heads Up For Tails, etc.
Lopez Design	Copywriting Intern Worked with brands such as Nestaway and VIP. Played a major role in rebranding and creating a verbal identity for these brands.

Skills

Advertising
Screenwriting
Copywriting
Creative Strategy
Lyrics writing

Achievements

Webby Award
Honouree

Kyoorius Design
Award Winner