



# KIRTIVARDHAN SRIVASTAVA

COPYWRITER | STORY WEAVER |  
BLOGGER | SCRIPT WRITER |  
VISUALISER | IDEATOR

## ABOUT ME

Hi, Myself Kirtivardhan Srivastava, with an uncompromised experience of 3 plus years in creative writing. With an extra ability to handle tough challenges from clients, presentable skill to work in as a team, and magnified level of creativity - I conclude myself as a Experienced Copywriter with a demonstrated history of working in the marketing and advertising industry.

## RELATED SKILLS

- Effectively deliver advertisements with a minimalist copy
- Understand client's brief and work accordingly
- Good and fluent in writing and speaking English as well as Hindi language
- Work to believe in delivering the only best for brands
- Good hands on Word doc, PPT, Excel, etc.

## GET IN TOUCH

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## WORK EXPERIENCE

### SENIOR COPYWRITER

**First Impression Advertising and Communication | 25 Sep - present**

- -Magazine ad in Ahmedabad Times for Sumip Composites Pvt. Ltd.
- Newspaper Print ads of automation Expo in Ahmedabad Times for Sumip Composites Pvt. Ltd.
- Display print ads of the product for Sumip Composite Pvt. Ltd.
- Creatives campaign posts on social media for Sumip Composites Pvt. Ltd.
- Creative Campaign posts on social media for U&I Interiors
- Magazine & Newspaper Print ads for U&I Interiors

### SENIOR COPYWRITER

**Konsole Group Digital Marketing Agency | 15 Sep 2018 - 20 Sep 2019**

- Newspaper print ads for Humming Coterie real estate
- Social media Campaign for Himalaya Ambience
- Print ads, OOH, newspaper and social media campaign for Shubh Diamond
- Event poster ad for 'Talent of Chhattishgarh' in Ambuja City Center Mall
- Social Media Campaign and Print ads for Aakriti Tiles

### COPYWRITER

**FCB Ulka Advertising Agency | 25 May 2018 - 30 August 2018**

- On ground and social media activation for Hero Honda Achiever 150
- Website lines for Hero Honda Maestro Edge
- Films for Hero Maestro Edge
- On ground and social media activation for Hero Honda Maestro Edge
- Brand association with brands for Hero Honda Maestro Edge
- Research for the brand Somany Ceramics Tiles
- TVC scripts for the Supreme Care washing machine for Whirlpool
- Activation social media and On-ground for Whirlpool washing machine

### FREELANCE COPYWRITER

**25 September 2017 - 25 March 2018**

- Campaign - Social media, digital media and films for Amazon
- Product brand packaging concept for Hershey's holiday products
- TVC video scripts story of new 5 Star chocolates for Cadbury
- Social media and On ground campaign for Chef's Plate Canadian brand
- OOH campaign and Radio Jingle for Hello Fresh
- Branding and brand position for the CBD water bottle product

## EDUCATION

**ICFAI Indian Business School, Bangalore**

Masters in Business Administration (MBA) - Advertising and Marketing

**Lucknow University, Lucknow**

Bachelors in Business Administration (BBA) - Business Sciences