

Mr. Siddhant Purswani

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PROFESSIONAL PROFILE

Multilingual and driven Copywriter, Transcriber, Sound Engineer, Accounting and Finance professional, Business Analysis and Development experienced, Sales, Marketing and Continual Service Improvement, offering strong academic record and distinctive people leadership skills, allied to experience gained from enhancing the process and operations in Retail Industry. Creative approach to solving problems with highly effective communications skills.

EDU. QUALIFICATION

Qualification	University/ Institute	Year
Bachelors in Commerce	H.R. College, Mumbai	2012
HSC (Commerce)	H.R. College, Mumbai	2009
ICSE	Bombay Scottish School	2007

OTHER COURSES

- Certificate in Sound Engineering & Recording Arts from Digital Academy - The film School.
- HTML 5, CSS 3 and basic Java from codecademy.com
- Digital marketing from Hubspot.com
- Hyperion Training – Bisp Solutions (Youtube videos).

WORK EXPERIENCE

January 2009 – October 2011 : NYUZ CO. LTD.

Started working in this company as a Management Trainee where my task was to get acquainted with the different services provided by this company from Marketing, Sales, Branding Strategies etc.

Over time, I have held several positions in this company in various departments from sales, marketing, business development, administrative, accounting and providing training lectures to the employees.

On being promoted to the position of being a Senior Executive, my responsibility was to scout for prospective clients via email marketing, cold calling and direct marketing to pitch the clients about the services provided by the company, manage the day to day expenses of the company and provide training to the sales force of the clients company. Working with this company helped shape my leadership skills, orating skills and time management skills.

March 2012 to February 2014 : Acoustriks Studios

Worked as an Assistant Sound Engineer on various Corporate AV's, Music albums, Radio Jingles and Television Advertisement. My core responsibility was to make sure the studio sessions functioned seamlessly. I was in charge of setting up the sound sessions in the DAW(Avid Protools), miking the artist appropriately, making sure the systems were up to date, regular backups of sound sessions, at times filling in for the chief engineer and performing various tasks such as Recording the artist, Sound Designing and Mixing and bouncing the audio files in the appropriate format.

March 2014 to December 2015 : Grooverabbit Productions Pvt. Ltd.

Worked as a Sound Engineer on various Feature films, Corporate AV's, Music albums, Radio Jingles, Television Advertisement and Reality Shows. My core responsibility was to make sure the audio content was up to industry standards. Other responsibilities included recording various artist, live recording of shootings, appropriately

miking the artist in a controlled as well as a live environment, Sound Designing, Music arrangement, Mixing and Mastering. During one of the production stages of a reality show I was in charge of training production teams in using a portable mic and certain miking techniques in a live location to record clean audio and saving the audio file in a particular format in the device. Apart from these responsibilities I was in charge of updating the DAW(Logic Pro), backup sessions at regular intervals, keeping updated about the latest gears available in the market etc.

Working with this company exposed me to a new software(DAW) which I had no formal training and picked up on the job without a glitch, tested my ability to work extremely hard under tight deadlines, trained other colleagues in knowledge about audio quality, technical knowhow of a DAW etc.

January 2016 to October 2016 : Octavius Studios

Worked as an Sound Engineer on various Corporate AV's, Music albums, Radio Jingles and Television Advertisement. My core responsibility was to make sure the studio sessions functioned seamlessly. I was in charge of setting up the sound sessions in the DAW(Avid Protools), miking the artist appropriately, making sure the systems were up to date, regular backups of sound sessions, performing various tasks such as Recording the artist, Sound Designing and Mixing and Mastering and bouncing the audio files in the appropriate format.

January 2014 to December 2016 : Aurus Fashion(Proprietor)

This is a garments company I had started in January 2014, with the aim to provide excellent fabric quality at low prices. I had designed the website of my company by picking up HTML, CSS and JAVA online. My core responsibilities was to sell my products to a specific target audience by marketing through Email Marketing, Social Media Marketing, Seo Strategies, Cold Calling, Direct Marketing and networking in exhibitions. Apart from that I maintained daily books of accounting, performed various administrative chores, provided after sales services by taking regular feedback from clients regarding

improving the sales experience, latest outfits worn by a celebrity which my client would like to purchase and keeping updated with the latest trends.

This experience tested all my leadership abilities, management skills, achieve a certain monthly, quarterly and targets as well as learning new software's which aided me in developing my website.

March 2017 – Present : Freelance General Transcriber

As a Transcriber, I have worked closely with PhD students from SOAS University in London, Medical transcription for Dr. C.M Menon for his conferences, websites such Crescendo Transcriptions, Rev.com, Gotranscript.com. The process of transcription involves hearing audio and delivering a worded document in a format according to the client's needs keeping in mind the various rules of grammar and punctuation between UK English and US English. This worded document is further used by the client to either deliver their thesis or used as content to enhance an individual's business online.

June 2018 – Present : Freelance Copywriter

As a Copywriter, my responsibilities included conceptualizing and coming up with creative ad campaign ideas, delivering creative copy/content for advertisements, brochures, mailers, newsletters and social media post's, ensuring that the design is aligned to the copy and the creative and finally proofreading and editing the entire creative.

September 1st 2018 – September 30th 2019: Growthwise Consultants

At Growthwise Consultants, I worked as a Copywriter. After receiving the brief from the client servicing department, my key responsibilities included studying the brand and the way it communicated with its audience, conceptualizing and coming up with creative ad campaign ideas, researching appropriate keywords to be used in the copy, researching appropriate hash-tags for social media posts, delivering creative copy/content for advertisements, brochures, mailers,

newsletters, social media post's, festive promotion creative, BTL collaterals, ensuring that the design is aligned to the copy and the creative and finally, proofreading and editing the entire ad.

December 2nd 2019– Present : FinPlus Business Solutions LLP

At FinPlus Business LLP, I work as a Senior Copywriter. After receiving the brief from the client, my key responsibilities included studying the brand's image and curating content in the form blogs, social media posts, advertising campaigns etc. and communicating it in a way which strikes a chord with their audience. Apart from that I conceptualize and come up with creative ad campaign ideas, research appropriate keywords to be used in the copy, proofread and edit it, research appropriate hash-tags for social media posts and deliver the creative copy/content for advertisements, brochures, mailers, newsletters, social media post's, festive promotion creative and websites and ensure that the copy is aligned to the creative.

HIGHLIGHTS

PROFESSIONAL SKILLS :

- Copywriting
- Content writing
- Transcribing
- Recording
- Mixing and Mastering
- Sound Design
- Website Designing
- Social Media Marketing
- Seo Strategies
- Direct Marketing
- Data Management

- **Thorough Research and Development**
- **Business Development**
- **Marketing**
- **Sales**
- **Accounting**

SOFTWARE SKILLS :

- **Microsoft Office**
- **Steinberg Nuendo/Cubase**
- **Logic Pro**
- **FL Studio**
- **Avid Protools**
- **HTML 5**
- **CSS 3**