

# SHOUVIK MUKHERJEE

## Copywriter

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### PROFILE

Creative copywriter with experience in vastly diverse environments. Built a foundation for technical writing in the US market before pivoting to Europe for more creative endeavors. Studied at Miami Ad School Berlin under accomplished industry leaders and got hands on experience in some of the most awarded agencies across multiple countries. Has a penchant for chasing down award worthy work while balancing daily tasks. Deeply in love with storytelling, and leverages the craft of advertising to do so.

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### WORK EXPERIENCE

#### COPYWRITING INTERN

##### **LePub, Amsterdam**

Oct 2025 - Dec 2025

- Worked on Phillips, Heineken, and Oreo.

#### COPYWRITING INTERN

##### **Heimat/TBWA, Dusseldorf**

Jul 2025 - Sep 2025

- Worked on Perwoll, Somat, Schauma, and Loctite

#### COPYWRITING INTERN

##### **LePub, Milan**

Apr 2025 - Jun 2025

- Worked on Heineken and Barilla.

#### COPYWRITING INTERN

##### **Serviceplan, Hamburg**

Jan 2025 - Mar 2025

- Worked on Twitch, Playmobil, BMW, and Chupa Chups.

#### JR. COPYWRITER

##### **PyxelChain, Wyoming**

Oct 2021 - Nov 2023

- In-house role. Wrote copy for UI, social media, whitepapers, webpage, and general brand awareness.
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### EDUCATION

#### **Miami Ad School, Berlin**

Jan 2024 - Dec 2025

Copywriting Portfolio Program

#### **NSHM, Calcutta**

Jan 2019 - Jan 2022

BSc. Media Science

### RECOGNITION

- D&AD New Blood 2025 yellow pencil.
- Miami Ad School Top Dog.