

# ADITHYAN T S

WRITER & CREATIVE STRATEGIST

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## INTRODUCTION

I'm passionate about building things, whether it's a startup or a creative project in copywriting and film. I tend to gravitate toward work that has a clear idea behind it and requires a mix of storytelling and practical execution to get it across the finish line.

## EXPERIENCE

### COPYWRITER & CREATIVE LEAD ; PACO STUDIOS , MELBOURNE

OCT 2024 - NOV 2025

- Worked on website and brand copy for various client projects while offering creative direction across UI/UX and web development.
- Focused on keeping the messaging aligned with the user experience.
- Participated in client discussions to gather requirements, present concepts, and refine the final deliverables.

### SCRIPTWRITER & CREATIVE LEAD ; BUSINESS EZRA , KOCHI

JUN 2024 - OCT 2024

- Developed scripts and storyboards for short-form content.
- Provided creative direction to shape the narrative, pacing, and visual flow of the videos.

### FOUNDER , PIXALDY , KOCHI

2024 JAN - 2024 JUN

- Built and ran a print-on-demand website featuring Renaissance-inspired artwork.
- Sparked by an Oliur video, I handled the end-to-end execution: site build, content strategy, Meta ads, and email flows.
- Result: Generated ₹1.8L INR (~\$2,200 USD) in revenue within the first five months.

## EDUCATION

FEDERAL INSTITUTE OF SCIENCE & TECHNOLOGY ;

B.TECH IN ELECTRICAL & ELECTRONICS ENGINEERING 2024