

Aarti Nichlani

Creative Director at JWT

aarti.nichlani@gmail.com

Summary

Passionate, strategic and committed writer and creative director with loads of experience in traditional advertising, highlighted by intense and rewarding experiences in the activation space. En route to mastering the knack of creating effective digital content that's on brand, on brief and data backed.

Prefers to manage small teams to create a supportive, family-like atmosphere where each one takes ownership and responsibility for their creative thinking.

Respects deadlines, budgets and people.

Strongly believes great advertising and a healthy work-life balance can go hand in hand.

Experience

Creative Director at J. Walter Thompson Worldwide

December 2014 - Present

Creative caregiver for Friso - Friesland Campina's brand of infant milk formula.

Work closely with the ECD, the global business director and brand planners to formulate campaigns that resonate across markets - China, Hong Kong, Vietnam, Indonesia, the Middle East and Europe.

Senior Creative Director at McCann

July 2014 - November 2014 (5 months)

Handled the Parachute hair oil portfolio and Saffola oats.

Worked on and won a new business pitch - Cipla's Nicotex nicotine patches.

Creative Director at Geometry Global - Ogilvy's activation arm

May 2010 - July 2014 (4 years 3 months)

Held creative ownership for brands like Cadbury, the Horlicks range, Bru World Café and Lifebuoy, in the activation space.

Noteworthy campaigns include Lifebuoy's Roti Reminder (2013), Lifebuoy's Jump Pump (2014) and Vodafone's Musical Earmuffs (2013).

Received recognition at multiple global, regional and local forums including Cannes Lions, Clio, D&AD, AMES, PMAA, Effies, WARC Strategy Awards, Emvies.

Fashion entrepreneur

July 2004 - December 2011 (7 years 6 months)

Co-owned an indie designer brand of clothing and accessories for women called 'Taxxi'.

Recognised by Elle magazine as one of India's most promising new designers.

Handled design, production, marketing, sourcing and day-to-day store operations.

Trained and managed staff at the production end as well as the retail end.

Consultant Copywriter

January 2005 - December 2006 (2 years)

Worked part time to develop in-house advertising campaigns for the Times Of India and their different publications while running my own business.

Senior Copywriter at Contract Advertising

January 2001 - January 2004 (3 years 1 month)

Created award winning advertising campaigns for Shoppers' Stop (a chain of lifestyle stores) and Cadbury Temptations (premium chocolates).

Senior Copywriter

January 2000 - January 2001 (1 year 1 month)

Worked on Parx menswear from Raymond, Crossroads mall and Elle 18 cosmetics.

Junior Copywriter at Enterprise Nexus

May 1996 - January 2000 (3 years 9 months)

Worked on Sun Microsystems, Britannia cakes, Calida innerwear and Van Heusen menswear.

Won regional awards at the Abby's.

Education

Sydenham College

Bachelor of Commerce (BCom), 1993 - 1996

OOEHS

1988 - 1993

Aarti Nichlani

Creative Director at JWT

aarti.nichlani@gmail.com



[Contact Aarti on LinkedIn](#)