

# Anup Gaikwad

## COMMUNICATIONS PROFESSIONAL

+91 97668 70069 · anup2907@gmail.com

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A skilled communications professional with over 10 years of experience in various facets of communication. Proficient in advertising, marketing, public relations, and internal communication, with a track record of developing informative and entertaining stories for brands.

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### PROFESSIONAL EXPERIENCE

#### Freelance Project Communications Consultant | Pune

Jan 2024 – Present

- Successfully implemented communications strategies for national-level brands, enhancing their messaging through innovative customer learning modules.
- Led the script development process for a production house, delivering high-quality content.
- Optimized brand strategies and collaborated closely with graphic and video teams to produce polished final products.
- Developed and executed powerful social media strategies, amplifying brand initiatives and driving robust audience engagement.

#### Aequis Pvt.Ltd Deputy Manager - Marketing & Communications | Belagavi - Bengaluru

April 2022 – Nov 2023

- Successfully managed internal and external communications, ensuring seamless collaboration with stakeholders and cross-functional departments; significantly enhancing audience engagement across all channels.
- Engineered an engaging internal communication strategy, significantly increasing stakeholder satisfaction.
- Strategically partnered with a Public Relations agency to develop a highly effective media plan.
- Led a team to execute events flawlessly, achieving all objectives.
- Efficiently supervised communication budgets, optimizing coordination with vendors and agencies for marketing activities.
- Conducted meticulous quality assurance, ensuring excellence in content for social media, blogs, press releases, internal magazines, reports, technical documents, and websites.

#### Freelance Project Communications Consultant | Pune

June 2021 – Feb 2022

- Collaborated with a production house to write the narration for an award-winning short film, contributing to its critical acclaim.
- Established comprehensive brand guidelines, strengthening the online and offline presence of brands.
- Designed and launched successful promotional campaigns for new products and market entries, driving growth and visibility.

#### Catalon Technologies Pvt.Ltd Senior Writer | Pune

Feb 2019 – June 2021

- Led a diverse team of creative professionals, consistently meeting and exceeding creative requirements for a varied portfolio of brands.
- Conceptualized and executed digital campaigns that seamlessly integrated into comprehensive 360-degree marketing strategies.
- Supervised the creative team, regularly updated the Creative Head on project status and challenges, and mentored junior and mid-level writers.
- Collaborated with the production team on video scripts, casting, and location scouting, ensuring high-quality shoots.
- Supported the Brand Director and Creative Head with successful pitches, award submissions, and new business presentations.

#### Orca Studio Communication Strategist | Pune

Nov 2017 – Jan 2019

- Delivered a strategic communications plan aligned with marketing objectives, driving significant brand growth in the digital domain.
- Conducted in-depth research and collaborated with the design team to develop compelling interactive content.
- Monitored industry trends and competitor offerings, identifying key business opportunities and enhancing brand offerings.
- Researched top influencers, competitors, and industry trends to keep clients ahead of the curve.

**108 Brand & Design**  
**Concept & Copy Lead | Pune**

**Oct 2016 – Sep 2017**

- Authored compelling copy and scripts for a diverse client base, presenting innovative concepts both internally and to clients.
- Conceived and managed content creation, overseeing deadlines for various clients to ensure timely delivery.
- Collaborated effectively with multi-discipline team members to generate concepts that precisely met client briefs.
- Ensured consistent style, quality, and tone of voice across all content, copy, and scripts, maintaining brand integrity.

**Orca Studio**  
**Copywriter| Pune**

**March 2014 – Sep 2016**

- Significantly boosted brand awareness by developing and executing an engaging content strategy for both online and offline channels.
- Authored clear, concise, and impactful copy that resonated with target audiences across various platforms.
- Developed and delivered impactful work across ATL, BTL, social media, and digital platforms.
- Implemented effective SEO practices, increasing the visibility and reach of blog posts.

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## **EDUCATION/ INTERNSHIP/ INITIATIVES**

**Masters in Communication Studies | June 2011 - June 2013**

Department of Communication Studies | Pune University

**Trainee, Instructional Designer | July 2013 - Dec 2013**

Internship | Netex India | Pune

**Bachelor of Computer Application | June 2007 - Apr 2010**

Poona College | Pune University

## **INITIATIVES & EXTRACURRICULAR ACTIVITIES**

**Organising Team, Music Club, Photography Club | 2022-2023 | Aequs Pvt.Ltd | Belagavi**

Platform to showcase individual / Group talent of the employees

**Organising Team, National Short Film Festival 2011 | Pune**

Platform to showcase individual / group short films (PAN India )

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## **PERSONAL INFORMATION**

**Date of Birth** | 29 July 1988

**Languages known** | English, Marathi, Hindi

**Current Location** | Pune