

# ISHAN TIPRE

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Current and Preferred Location: Pune, India

## Agency Copywriter / Sr. Content Strategist

*"Driven by a brand-centric and commercial mind-set"*

Design | Advertising | Marketing | Communications | PR

Proven experience of **9+ years** in developing conceptual and business content for multi-sectorial clients, across all forms of media...

- Print Advertisements
- Hoarding Ad Copies
- Creative Leaflets
- Marketing Publications
- Mailer Campaigns
- Websites / Blogs
- Storyboards / Video Scripts
- Business Presentations
- Advertorials / Editorials
- Marketing Brochures
- Creative Packaging
- Site / Store / Stall Branding
- Social Media Promotions
- PR Articles
- Radio Ads and Jingles
- Event Promotions

### Hope you're into riddles...

- A copy artist who **'thinks'**...I am someone your design team will love (and hate at times).
- For a man who doesn't play baseball at all, I write a **'pitch'** good enough to impress clients.
- I'm more into cricket so I **'engage'** the target audience with my elegant **batting** writing.
- A strong **'concept person'**, I make ads and marketing communications interesting to read.
- In fact we need each other, your **'agency and I'**, to create profitable campaigns.

### WHO AM I ?

**PROBABLY YOUR NEXT 'COPYWRITER' \***

## WRITING EXPERIENCE

### Recent Assignment

Marque Studio, Nashik | [www.marquestudio.in](http://www.marquestudio.in)  
Head of Content Strategy | May 2017 - Sep 2019

**Brief:** Created master content for newspaper ads, concept brochures, social media pages, websites, PR articles, and events. Developed strong ideas that led to engagement of masses, generation of leads, promotion of products / services, and placement of brands. Led 2 Jr. Writers to serve a versatile client portfolio across multiple sectors:

- ✓ **Real Estate:** Parksyde, Thakkers, Nirman Group, Suyash Group, Bhavik Group, Prakash Laddha Group
- ✓ **Associations:** Builders Association of India (BAI), CREDAI, IMA
- ✓ **Lifestyle:** K for Kathiyawad, Tejaswi Jewellers, Khushe
- ✓ **F&B** Mako Milk, Yo! Eats, Bombay Momo (BoMo)
- ✓ **Technology:** Realme, Xiaomi, i-Mark, Eagle Electronics India
- ✓ **Hospitality:** Grape County, Mridur, Solitaire, Koroli Hill Station
- ✓ **Engineering:** Gogate Electrosystems, Avdhoot Heat Treat, Supreme Engineering

### Previous Assignments

Nov 2011 - Apr 2017: Business Writer, Resume Factor, Nashik

**Brief:** Interacted with 2 major corporate customers (Monster India and Bayt.com) to procure orders. Created resumes, portfolios, cover notes, LinkedIn profiles and relevant business content for senior level industry professionals having 15+ years of experience.

Apr 2010 - Oct 2011: Sub Editor, Application Nexus, Nashik

**Brief:** Handled a team of 6 writers to generate interesting content for 50+ websites owned by the company. Planned and wrote case studies and news content for PR6 and PR7 portals. Developed creative and SEO friendly shopping cart product descriptions for a 3500-strong product inventory of [www.silkplantsdirect.com](http://www.silkplantsdirect.com), a reputed US-based e-commerce portal owned by Plantscape Inc.

### Talking about achievements...

- Wrote the script + storyboard for a 40-second video presented before PM Narendra Modi at **CREDAI Youthcon 2019**, Delhi.
- Conceptualized the content strategy and ad copies for property exhibitions organized by **CREDAI Nashik** at various locations.
- Ideated effective ad campaigns and marketing materials for **Parksyde Homes**, a CRISIL 6-Star Rated Township with 1500+ homes.
- Created lifestyle content for 2 reputed Luxury Housing Brands - **The Imperial** by Suyash Group and **The Empire** by Bhavik Group.
- Worked with a leading smartphone distributor in Maharashtra to ideate a smart business pitch presented to **Xiaomi India** for launching 400+ Mi Stores in the state.
- Wrote print and radio ads for the promotion, branding, and launch of Realme Retail Stores and smartphones (**Realme C2**, **Realme U1**).
- Developed engaging brochure, leaflet, social media, and video content to position **i-mark**, a promising start-up brand in LED TV segment.
- Developed packaging and marketing content to position **Mako Milk's 24-Hour Milk ATM**, a first-of-its-kind service in Maharashtra.
- Created an engaging branding content copy for the product packaging of **Yo! Eats**, a hygienic ready-to-eat food brand located in Pune.
- Branded the affordable diamond jewellery arm of one of the oldest jewellery houses in Nashik as **'Khushe - Heera Har Kisi Ka!'**

Languages: English, Marathi, Hindi | DOB: 9<sup>th</sup> December 1990 | Nationality: Indian | Work Samples: Attached

*\* T&C Apply*