

# PRIYANKAR KOLE

## EX BRAND STRATEGIST

I have always been a firm believer that an individual's skill & drive is what makes them valuable. Keeping that philosophy in mind, I constantly strive to upgrade & elevate myself with every opportunity I get. I want to work and succeed in a stimulating and challenging environment, where we try and push the boundaries of everything we do!



## SPECIALIZATIONS

- Digital Marketing
- Copywriting
- Campaign Strategy
- Content Creation
- Visual Direction
- Photo and Video Editing

## PROFICIENCY

- Microsoft Office
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Illustrator



## WORK EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR (Copy)

BLUE VECTOR (W.F.H)  
JAN 2022 TO PRESENT

#### CLIENTS HANDLING:

Adani Realty, Gulshan Group, Wiom Internet, BeeWoke (Upcoming), ThelaGram (Upcoming)

### SENIOR COPYWRITER

TONIC WORLDWIDE (BANGALORE)  
NOV 2019 TO NOV 2021

#### CLIENTS HANDLED:

U.S. Polo Assn., LuvIt Chocolates, DND repellents, LR Wonder, Transform fitness app, Pure Nutrition & Unacademy

### DIGITAL MARKETING MANAGER

SVAMI BEVERAGES (MUMBAI)  
JUL 2019 TO OCT 2019

### SENIOR BRAND STRATEGIST


THE GLITCH (MUMBAI)  
DEC 2018 TO JUL 2019

#### CLIENTS HANDLED:

**Johnnie Walker, Black and White Whisky & Smirnoff Vodka**

## CONTACT INFORMATION

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### SENIOR COPYWRITER

EXPERIENCE COMMERCE (MUMBAI)  
JAN 2018 TO NOV 2018

### SENIOR CONTENT EXECUTIVE

EXPERIENCE COMMERCE (MUMBAI)  
MAY 2017 TO DEC 2017

CLIENTS HANDLED:

**Signature Whisky, Royal Challenge Whisky, Antiquity Whisky, MRF Tyres, Wipro Electronics & RCB**

### ASSOCIATE CREATIVE

GRAFFITI COLLABORATIVE (BANGALORE)  
JUN 2015 TO MAR 2017

CLIENTS HANDLED:

Britannia GoodDay, Vasudev Adigas, Akshaya Patra Foundation,  
Dance Singapore Dance

## EDUCATION BACKGROUND

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### B.A IN JOURNALISM AND COMMUNICATION

SCHOOL OF COMMUNICATION, MANIPAL  
CLASS OF 2015

## CERTIFICATIONS

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### CERTIFICATE LEVEL 1 IN SPIRITS

(MAGNA CUM LAUDE)  
**INDULGE** (FORMERLY 'INSTITUTE OF WINE &  
BEVERAGE STUDIES)  
FEBRUARY 21

### LEVEL 2 AWARDS IN SPIRITS

(DISTINCTION)  
**WSET** (WINE & SPIRIT EDUCATION TRUST)  
JANUARY 22

### CERTIFICATE IN GIN

**EDINBURGH WHISKY ACADEMY**  
AUGUST 22