

KAVITA SRINIVASAN

Creative Writer - Interactive Media

kavita@pitchedhigh.com

RECOGNITIONS

Lenovo Campaign Signature Copy, For those who do (Ogilvy & Mather, 2011)

Microsoft design challenge, Semi-finalist (Ogilvy & Mather, 2010)

Kremlin Billboard Challenge, Finalist (Ogilvy & Mather, 2010)

Nationwide Anti Child Labor campaign, Concept & campaign framework (Dentsu, 2009)

PROFILE

DDB MUDRA RAPP, Bangalore, India 04/2012 - Present

► **Creative Supervisor**

Concept, strategy and copy for Direct Marketing and Digital Media communication

HP, Netmagic, Titan, Payback, ING Insurance & Datagres

OGILY & MATHER ADVERTISING, Bangalore, India 02/2010 - 02/2012

► **Copy Supervisor**

Concept, strategy and copy for Digital Media communication & campaign pitches

Lenovo, OMR Farms, Puma & Fosters

DENTSU COMMUNICATIONS, Delhi, India 02/2009 - 01/2012

► **Senior Copywriter**

Concept, strategy and copy for 360 degree communication

Incredible India, Yamaha, Panasonic, Delhi Government, Delhi Police, DLF, NACO, Indian Oil

AKRITI ADVERTISING, Delhi, India 09/2008 - 01/2009

► **Copywriter**

Concept and copy for direct marketing with Akriti Advertising

Ansals, Philips, Moser Baer, Airtel, Park Group of Hotels

QUEENSLAND UNIVERSITY OF TECHNOLOGY, Brisbane, Australia 02/2007 - 07/2008

► **Student, Masters in Advertising**

360 degree campaign for kuRB magazine, exercises with brands like Xerox, Alternegy, Axis bank, QPASTT, Apple

BIOMETRIC INNOVATIONS, SAPIENT TECHNOLOGIES & AMDOCS, India 09/2004 - 07/2008

► **Software Engineer**

Wrote code, wrote test scripts, wrote design documents for 3.5 years before I realised that I love writing; writing stories.

ACTIVITIES

Climbed Kilimanjaro and have visited 11 countries including Israel, Hong Kong, Macau, Thailand, Malaysia, Singapore, Australia, Kenya, Tanzania, Madagascar and USA for both business and pleasure. Write to vent out, sketch & cook to meditate, bike to work and run marathons to keep going.