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## /<avita

Creative Writer – Interactive Media

[kavita@pitchedhigh.com](mailto:kavita@pitchedhigh.com) | +918971470742

## RECOGNITIONS

**Microsoft design challenge:** Semi-finalist

**Kremlin Billboard Challenge:** Finalist

**Nationwide Anti-Child Labor Campaign(2009)** : Concept and campaign framework

## PROFILE

**Copy Supervisor : Feb 2010 – Feb 2012**(Bangalore)

Concept, strategy and copy for Digital Media communication with **Ogilvy & Mather Advertising**

Clients: Lenovo, OMR – Farm; Pitched for Puma & Foster's

**Senior Copywriter : Feb 2009-Jan 2010**(Delhi)

Concept and copy for 360 degree communication with **Dentsu Communications**

Clients: Incredible India, Yamaha, Panasonic, Delhi Govt, Delhi Police, DLF, NACO, Indian Oil.

**Copywriter : Sep 2008-Jan 2009**(Delhi)

Concept and copy for direct marketing with **Akriti Advertising**

Clients: Ansals, Philips, Moser Baer, Airtel, Park Group of Hotels.

**Student : Feb 2007 – July 2008**(Australia)

Student of Masters in Advertising with **Queensland University of Technology**

360 degree campaign for kuRB magazine, exercise based work on brands like Xerox, Alternegy, Axis bank, QPASTT, Apple.

**Software Test Engineer : June 2007 – July 2008**(Australia)

Part time software test engineer with **Biometric Innovations**

Monitored the quality of security software in terms of functionality and user-interaction.

**Associate Product QA L2 : April 2006 - Jan 2007**(Delhi)

QA(IT) specialist with **Sapient Technologies**

Worked on Sprint telecommunication billing system.

**Subject Matter Expert : Sep 2004 - March 2006**(Pune)

Programmer with **Amdocs**

Spent 3 months in Israel for knowledge transfer on a directory software.

## ACTIVITIES

**Traveling:** Have visited 9 countries including Israel, Hong Kong, Macau, Thailand, Malaysia, Australia, Kenya, Madagascar and USA for both business and pleasure. Have extensively explored India.

**Sampling movies, blogging, sketching and learning musical instruments.**

[Photologue](#) | [GK Tours & Travels](#)