

# Rishikesh Lokapure

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## Work Experience

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### **Stage Show Director**

Swayam Talks - Mumbai, Maharashtra

August 2021 to Present

- Performed live and curated talk shows in 5 cities of India.
- Worked on a promotional strategy that helped in 13 'House full!' shows in 5 cities.
- Built creative strategy for the launch of a web series including on-ground research, identifying a target audience, building a communication plan, and overlooking social media activities with a combined reach of more than 100K within a month.

### **Creative Strategy Consultant**

Multia - Pune, Maharashtra

May 2019 to Present

- Helped build the creative strategy for Super speciality Hospital including research, brand identity, content guidelines, and marketing strategy that has seen a 45% growth of incoming patients in 3 months of launch.
- Worked on a communication strategy that helped generate more than 10K leads for mutual funds.
- Worked closely with building the communication process for a Blind School.
- Worked as a scriptwriter on more than 10 videos for a major IT brand working in the MENA region that generated more than 45 high-ticket B2B leads.
- Worked as a Website Content Director for a logistics brand.

### **Sustainability Communication Head and Scriptwriter-Director**

TaleScope Pictures - Pune, Maharashtra

July 2018 to Present

- Worked on writing and directing numerous healthcare, technology, manufacturing, sustainability, wildlife, explainer, IT, and real estate videos that helped get qualified leads and generate more than \$10M in combined revenue.
- Worked as a scriptwriter on sustainability films that talk about the future of food that had more than 1M impressions.
- Worked as a scriptwriter on biodiversity conservation films that became an official entry to COP27, Egypt.
- Directed more than 50 corporate videos in the past 5 years.
- Worked on building processes that streamlined the work from brief to delivery.
- Helped build a creative strategy to position the production house in a unique way and win 1 creative award.

## **Creative Solutions Consultant and Writer-Director Independent Creative Solutions Consultant**

Independent Creative Solutions Consultant - Pune, Maharashtra

June 2018 to Present

- Worked on the creative strategy for a historical monument that increased the footfall by 30%.
- Created a communication strategy for a city-wide campaign promoting sustainability with a reach of about 1 million people.
- Worked as a communication consultant for a restaurant run by disabled staff that helped increase the occupancy by 23%.
- Worked closely on a creative sustainability communications plan for a global food brand that had more than 3 million subscribers worldwide.

## **Creative Head**

FullHouse Entertainment and Media Solutions - Pune, Maharashtra

December 2018 to December 2022

- Worked as the lead for day-to-day activities for a legacy dairy brand including that helped the brand scale to 10 cities and 3 states in India.
- Worked as a creative strategy head for multiple tactical campaigns from research to execution, each with a combined reach of more than 1M impressions.
- Conceptualized, scripted, and directed multiple corporate videos.

## **Copy Lead**

Thirsty Fishh - Kolhapur, Maharashtra

June 2018 to June 2022

- Worked on creative best practices for boutique agencies that helped them to scale beyond 100 clients in 4 years.

## **Freelance Features Writer**

CityShor - Pune, Maharashtra

August 2015 to February 2018

- Wrote features for a news and entertainment website covering local events, food, places, and people, and helped them get higher footfall and customer engagement of more than 400K in 2 years.

## **Creative Copywriter, TVCs and Creative Strategist**

Saket Communication - Pune, Maharashtra

February 2015 to February 2018

- Worked as the head of integrated strategy and audio-visual productions across domains - automobiles, retail, food, education, government, information technology, and fashion with a net revenue of more than 300M.
- Worked on building the creative strategy for the rebranding of the advertising agency that saw an increase in its retainer clients by 20% in the first 4 months.
- Helped in ideating tactical campaigns and market research that led to achieving consistent business goals.

## **Head Of Digital Media**

Confluence Brand Solutions - Pune, Maharashtra

February 2015 to February 2018

- Helped set a well-defined process for day-to-day digital media operations.
- Managed organic content calendar and paid advertising for 16 social media accounts and achieved month-on-month growth for automobile, retail, FMCG, eCommerce, Information Technology, Government, Sports, Entertainment, NGOs, and hospitality clients with an annual turnover of more than 1M INR.

### **Marketing And Advertising Consultant**

International Roll Ball Federation - Pune, Maharashtra

January 2015 to July 2017

- Worked on marketing, creative strategy, planning, execution, and monitoring of social media for 2 World Cups that featured athletes from more than 50 countries.

### **Creative Project Manager**

Spead - Pune, Maharashtra

October 2014 to February 2015

- Handled studio operations and ensured growth in a number of accounts on board beginning from 3 to 12.

### **Medical Writer**

eCom Makers Pvt. Ltd. - Pune, Maharashtra

October 2013 to January 2015

- Created content for more than 1500 generic medicines for Canadian pharmaceutical brands

### **Marketing Executive**

Acme - Pune, Maharashtra

December 2009 to February 2013

- Built marketing strategy that helped the organisation expand to 3 offices in 4 years

### **Accounting and Payroll Executive**

The Accounting Center, London - London

February 2008 to September 2009

- Managing Book Keeping for Business
- Processing Weekly Payrolls
- Processing Yearly Bank Reconciliation and Finalising Accounts

## **Education**

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### **Master's degree in Marketing**

Savitribai Phule Pune University - Pune, Maharashtra

June 2020 to June 2022

### **Bachelor's degree in Accounting**

Savitribai Phule Pune University - Pune, Maharashtra

June 2003 to May 2006

## Skills

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- Microsoft Office
- Leadership
- Content strategy
- Organisational skills
- B2B marketing
- Team management
- Digital marketing
- Creative writing
- Customer service
- Writing skills
- Communication skills
- Content creation
- Market research (7 years)
- B2B marketing
- Google Analytics
- Negoti
- Presentation skills
- Market research
- Branding (10+ years)
- Consumer Insights

## Languages

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- English - Expert
- Hindi - Expert
- Marathi - Expert
- Fren - Beginner

## Links

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<https://www.contextwriter.wordpress.com/>

## Awards

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**40 Under 40 Industry Award - Business Mint**

April 2021

**Top 50 Advertising Leaders - MADcon, Dubai**

December 2019

## **Most Influential Content Marketing Professional - World Marketing Congress**

November 2018

## **Pride of India Award - Brand Leadership Award**

October 2018

## **Most Influential Content Marketing Professional - World Marketing Congress**

November 2017

## Publications

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### **Dohanomics - Editor and Ghostwriter**

<https://www.amazon.co.uk/Dohanomics-Marathi-Vinayak-Sapre/dp/9387860302>

April 2019

Dohanomics is a book on personal finance from the eyes of Saint Kabir and Saint Rahim. The book draws parallels between their teachings and the mistakes we do as retail investors.

## Additional Information

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- Been part of various social initiatives in India for over 10 years.
- Been a theatre playwright, stage director and an actor for over 15 years
- Guest speaker at several noteworthy events
- Podcast host, anchor and webinar host
- Currently working on a biography and a book on finance for kids.