



CHIRAG GUPTA

FULL TIME ADMAN | PART TIME POET | SELF PROCLAIMED OFFICE JESTER

INFO

Hometown: Jaipur
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EDUCATION

B.Com & Commerce CBSE

Subodh P.G. College
Jayshree Periwal High School

SSC | CBSE | 7.2 CGPA
HSC | CBSE | 77%
B.Com

"MY X-FACTOR"

An idea without insights is like a bird without wings. No matter how beautiful it looks, it'll never fly. As an adman, the sole focus of my career has been to come up with subjective answers by asking objective questions. Nothing annoys me more than wasting advertising budgets on 'award-winning faff'. Nothing satisfies me more than meeting marketing briefs through ideas that evoke emotions and engage audiences.

Freelance (Nov 2022 - Present)

Copywriter | Creative Consultant

- Providing pay-as-you-go writing services to help agencies manage their workload. Have subsequently written copy / pitched ideas to Amazon Prime Video, Horlicks, Cipla, Dubai Tourism, etc.
- Creatively leading the Social Media efforts of SMEs with a special focus on long-form YT content & LinkedIn Branding

Kinnect | Mumbai (January 2020 - October 2022)

Sr. Creative Executive | Group Head - Creative

- Delivered digital creative mandates for brands such as Google, Asian Paints, Disney+ Hotstar, Tide, TVS, Reliance Digital, etc.
- Mentored junior creatives assigned to my brands and supervised their weekly workload.
- Led creative pitches and won retainer mandates / topical campaigns for the agency.
- Wrote copy + scripts for Chatpat by SOS Children's Villages - a Cannes-winning campaign.
- Won employee of the month for Apr-May 2021.
- Made that client cry that one time.

CORE SKILLS

- Creative Direction
- Creative Supervision
- Scriptwriting
- Digital Copywriting
- Communication Strategy
- Campaign Conceptualisation
- Social Media Strategy
- Content Writing

SRV Media | Pune (November 2018 - December 2019)

Sr. Copywriter

- Conceptualised and delivered 360-degree pitch campaigns for brands such as Rupa, Symbiosis, Bridgestone, etc.
- Curated and wrote Social Media content strategies for onboarded clients
- Empowered the agency's evolution from being performance marketers to creative ideators
- Trained & supervised the team for copywriting and campaign ideation

HippoCabs | Jaipur (May 2018 - November 2018)

Freelance Content Writer

- Managed the brand's content requirements along with a team of freelancers
- Ideated and led moment-based marketing campaigns, leading to a rise in sales during Diwali and long weekends

Mercury Digital | Jaipur (May 2017 - April 2018)

Copy / Content Writer

- Wrote Social Media copies along with coming up with content ideas for clients such as ISUZU, Rajasthan Government, Hidden Treasures, etc.
- Wrote VO Scripts, Print & Billboard ads, Mini-documentaries for government initiatives
- Strategised topical campaigns for FMCG as well as Government clients

Qriyo | Jaipur (May 2016 - April 2016)

Content Writer & Sales Manager

- Wrote over 50 blogs for the company's website while managing a sales team of 6 members

Kutiya Kripya | Jaipur

Scriptwriter

- Wrote scripts for short films and news comedy shows published on youtube

Hobbies

History | Cinema | Pop-culture | Humour | Poetry | Gaming