

PAAVNI WADHAWAN

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EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

BBH

JAN'24 – CURRENT

Brands: Caratlane, Red Bull, Morphy Richards, Taj Hotels

MANAGER

THE SMALL BIG IDEA

JULY '23 – DEC'23

Brands: Zee Cinema, Filmfare, Femina, Abundantia Production, Sony Network India
Supervised writing teams, conceptualized movie marketing and digital campaigns and for the above brands.

SENIOR COPYWRITER

DDB MUDRA

MAY '21 – SEP'22

Brands: Peter England, ITC, Xiaomi, Tally Solutions, Income Tax Department
Conceptualized campaigns and written films for the above brands.

COPYWRITER

FCB ULKA

NOV '19 – MARCH '21

Brands: Domino's, Google, Whirlpool, Merino Laminates
Worked on integrated campaigns for Domino's and Google.

JUNIOR COPYWRITER

OGILVY

JUNE '18 – OCT '19

Brands: Mondelez – Cadbury, Tang; Fox Star Movies, Hotstar
Written films for Tang and Cadbury Celebrations.
Created movie marketing campaigns.

CREATIVE INTERN

LOWE LINTAS

SEP '17 – MARCH '18

Brands: Pepsodent, Ultratech Cement, Zee Cinema, Zee Bollywood, TV18
Worked on the rebranding of Zee Classic and Pepsodent.

HIGHLIGHTS

- Top 6 nationally in Young Lotus 2019 (AAAI)
- Shortlist – Jio FilmFare Awards 2018

EDUCATION

JESUS AND MARY COLLEGE, DELHI UNIVERSITY (2017)

CARMEL CONVENT SCHOOL (2014)

LANGUAGES

- English
- Hindi