



# NIDHI KUMAR

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I'm Nidhi, a Freelance Copywriter with over 15 years of experience. Like every creative, what drives me in my work is passion and the desire to constantly grow and learn. My favourite projects are the ones that initially scare me a little. And nothing motivates me like a blank word doc, waiting to be filled with thoughts and ideas. I believe my creative approach is unique as it is a bit of crazy resting on a strong foundation of maturity and consistency.

## EXPERIENCE

### 2019 – Present Freelance Copywriter

As a freelance copywriter I have had the chance to expand my network and work with clients who would not normally approach an agency. I have worked with agencies and clients both big and small. Working with startups and entrepreneurs has given me an insight into the way businesses work and what they really need in terms of marketing support; which can sometimes be overlooked in a networked agency with a ladder hierarchy. I personally don't see creativity as doing clever, dazzling things to awe others momentarily. For me creativity is understanding a problem and solving it, with whatever resources are at hand.

### 2016 – 2019 BPG Bates, Dubai

Moving to Dubai helped me grow my branding and marketing knowledge to understand and use different

media, especially digital platforms wisely. With a varied diaspora of residents there is no one TV channel that everyone watches, or one popular radio channel that everyone listens to. In such a fragmented market it is essential to optimise every touchpoint and create connections. Whether it is a billboard on Sheikh Zayed road or a tag on a shoe, no medium is a throwaway, every brief is 'the big one.'

### 2014 – 2016 McCann Worldwide, Mumbai

Working as a team leader was an incredibly rewarding experience. I was lucky to work with a very talented team and I loved how they brought skills that I was lacking to the creative process. Sometimes we also had to make do without resources; those were the briefs where we really had to get creative and led to some of the most rewarding work. We were a small team and worked closely with the client building understanding and trust in the process. Being the

go-to person for a solution, when the client is facing a problem was essential training and helped prepare me for my freelance work.

### 2011 – 2014 Leo Burnett, Mumbai

I was very excited about this job, but also a little hesitant as I would be handling a brand for 5x countries; ones I had never been to, let alone having any knowledge of the language or culture. But our client placed a strong emphasis on research which was a big learning experience for me. As a creative it is very humbling to watch your work being assessed using brain-mapping and eyeball-tracking technology (a little Black mirror-ish too!). At the same time, research only confirmed what everyone says, despite superficial differences, inside we are all the same. We have the same hopes, fears, dreams and ambitions. A big lesson that helped me on every project going forward.

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## EXPERIENCE

2008 – 2010

**Publicis Ambience, Mumbai**

This has been my favourite copywriting stint ever. I was lucky to work with super talented women whose creative prowess I grew up watching on TV. It also helped me find my niche in beauty, fashion and luxury. This is where I got to learn how to integrate art and copy and really appreciate the kind of craft that goes into creating something with passion. When it comes to beauty brands, a lot of the work is invisible, almost intuitive. But when done right, it translates directly to sales. And the most exciting part was the fierce competition, that kept me thinking one step ahead all the time.

2006 – 2008

**DDB Mudra, Mumbai**

One of the oldest and largest agencies in India, this had a roster of legacy brands; brands whose ads I had grown up watching. It was my first time working in large teams with networks across the globe. Collaboration, flexibility and listening were my big takeaways from the work here. I also got to see leadership in action. When done right it is inspiring and uplifting, it is a balance between delegation and control; between gravitas and fun. And I was determined to learn to step into that role.

2005 – 2006

**Vyas Gianetti Creative, Mumbai**

Founded by a woman artist, this agency placed a strong emphasis on design and the craft of writing. This is where I learnt to hone my skills as a writer and learnt to really understand the tone of voice of a brand and how each word needs to be weighed judiciously. Working with some extremely talented designers, I also learnt the balance of art and copy to create work that seems intuitive.

2004 - 2005

**Triton Communications, Mumbai**

A small agency with a wide range of clients, I got to work on everything! From a private school to a pickle brand, I got to work on so many different accounts. And not just as a trainee writing the first draft or handing in research; as part of a small team, I got to play a hands-on role on every project. I still have a few pieces of work from here in my portfolio, because I couldn't be more proud of them!

## SKILLS

Strategy

Brand-building

Copywriting

Digital marketing

Illustrator

Photoshop

Video editing

## EDUCATION

**Post-graduate Diploma in Social Communications Media**  
Sophia College, Mumbai

**Bachelor of Arts, Psychology**  
Fergusson College, Pune

**Diploma in French Literature**  
Alliance Française de Poona

**Advanced Diploma in French for Business**  
Alliance Française de Poona

## AWARDS

**2010 Bronze Abby, Interactive**  
For the campaign 'Happy December'

**2009 Silver Abby, Design**  
For the campaign 'Eyes are life'

## PANDEMICALLY SPEAKING...

While 2020 has been a difficult year for many, I believe it was the best time to take the leap into the freelance creative industry. Not only was I better equipped to deal with the changes, but also able to help others cope with uncertainty. This has renewed my passion and purpose for finding creative solutions to problems; whether in marketing, brand-building or just life!

Remote communication

Continuous learning

Intrapreneurship

Time-management, accountability

Adaptability and flexibility