

PRANAV SABHARWAL

COPYWRITER

ABOUT US

I care about sparking positive change everywhere I go, about advertising that uplifts society, and about recommending life-changing books that rewrite lives. Based on my 3 years working and many more living, I've learned that it's not just "about me". It's about us.

SKILLS

Conceptualisation

Visual thinking

Strategy

Research

Brand development

Microsoft Office & Adobe Suite

Time management

Proofreading

Highly responsible

Empathetic

Collaborative teamplayer

Passionate about the process

Responsibility and initiative thief

Emotionally intelligent

Result-driven

Thick-skinned like a Rhino

CONTACT

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WORK EXPERIENCE

Copywriting Intern

No Fixed Address, Toronto | July 2020 - Present

- Dairy Farmers of Ontario, Little Caesars, Questrade, RioCan, Mattamy Homes and Sunnybrook Foundation.

Junior Copywriter

DV8 Communication, Toronto | Sep 2018 - Feb 2020

- Helped win Leon's, National Bank and Mazda accounts as the lead creative representative in presentations and actively contributed to new business development.
- Increased offline and online traffic for Leon's by conceptualising multicultural integrated campaigns that delivered a hefty spike in sales.
- Wrote an original television commercial script for Leon's that ran on celebrated ethnic channels in four different languages.
- Earned National Bank significant conversions by making it top-of-mind among newcomers to Canada and ideated effective social media, digital and print campaigns to achieve the same.
- Expanded the customer base of Mazda CX-3 and CX-5 by crafting digital campaigns geared towards the multicultural audience. Metrics confirmed effectiveness and handsome results.
- Helped the agency win a rank, for the first time, as one of Canada's top agencies (Strategy, Creative Report Card 2020). Won myself a rank in the Copywriter category.
- Crafted work that was on-strategy from scratch to finish and ensured effective themes throughout for the uniformity of brands.
- Collaborated with art directors, account executives, and production personnel to ensure creative ideas are accomplished instead of being lost in the process.

Junior Copywriter

And And Brand Partner, New Delhi | June 2016 - Sep 2016

- Simplified intricate information and packaged it into reader-friendly brochures, pamphlets, flyers, in-store and point-of-sale materials as well as PR kits for Gionee Mobile and John Miller.
- Contributed in the branding and tonality of Wild Vitamin Water for its national launch.
- Confidently presented and defended ideas internally and externally.

EDUCATION

Creative Advertising

Seneca College | 2016 - 2018 (Awarded best IMC for Kellogg's Mini-Wheats by Leo Burnett)

Bachelor of Commerce

University of Delhi | 2012 - 2015

AWARDS

Communication Arts 2020

Student Category Winner (Paintones by Pantone)

Creativity International Awards

Bronze (Paintones by Pantone)