

VEDANSH KUMAR

CREATIVE SOLUTION PROVIDER

vedansh17@gmail.com

Portfolio: www.callmevedi.com

PROFILE

I am a Cannes-nominated marketing professional who has helped some of the biggest brands in the world to create communication that's both effective and highly distinguished creatively. My approach is media-agnostic and focuses on innovating on any platform. I've had experience working with India's leading brands and ATL, BTL & and digital agencies.

EXPERIENCE



HEAD OF BRAND MARKETING

boAt LIFESTYLE PVT LTD | AUG 24 - PRESENT



CREATIVE LEAD

ZOMATO & BLINKIT | AUG 22 - AUG 23



SENIOR CREATIVE DIRECTOR

DENTSU IMPACT | JAN 21 - AUG 22



CREATIVE LEAD

HUMOUR ME PVT. LTD. | SEP 2019-JAN 21



ASSOCIATE CREATIVE DIRECTOR

MULLENLOWE LINTAS GROUP | JAN 2017 - SEP 2019



SENIOR COPYWRITER

PUBLICIS GROUPE | AUG 2014 - Jan 2017



JUNIOR COPYWRITER

J. WALTER THOMPSON | JUL 2013 - AUG 2014

EDUCATION

BACHELORS IN COMPUTER SCIENCE HONORS

Delhi University | 2010- 2013

DIPLOMA IN VIDEO GAME DESIGNING

MAYA ACADEMY OF ADVANCED CINEMATICS | 2013-2014

HIGH SCHOOL GRADUATION

THE SHRI RAM SCHOOL ARAVALI . | 2010

SKILLS

- ADVERTISING
- COPYWRITING
- FILM PRODUCTION SUPERVISION
- DIGITAL MARKETING
- CREATIVE STRATEGY
- BRAND STRATEGY

ACHIEVEMENTS

CANNES LIONS SHORTLIST

PR LIONS FOR GOOGLE
#STORIESFROMTHESTATION

TIMES POWER OF PRINT

BEST PRINT AD FOR ABSOLUT VODKA

IDMA 2021

GOLD IN GENDER PARITY CAMPAIGN

YOUTUBE SILVER BUTTON

CRAFTED A CAMPAIGN THAT HELPED ARCTIC FOX GAIN 100K FOLLOWERS ORGANICALLY

KYOORIUS AWARDS 2021 & 2022

PURPLE ELEPHANT

DADASAHEB PHALKE FILM FESTIVAL

SPECIAL JURY MENTION

WEBBYS 2021

HONOREE

BRANDS PARTNERED

ABSOLUT.[®]



Google Duo



Google Maps

JAMESON
IRISH WHISKEY

Google Pixel

paytm

vivo



boAt



Nestlé



airtel



zomato

blinkit

micromax



foodpanda



THE MAN COMPANY



HEADS UP FOR TAILS
FOR FAMILY

