

PALASH SHROTRIYA



CONTACT

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- +91 99588 21409
- Mumbai, India

SEE MY WORK

www.palashshrotriya.work

(Please view on laptop/desktop)

EDUCATION

B.A. Hons. Economics

(2008 – 2011)

Deshbandhu College,
Delhi University

LANGUAGES

English – High-level proficiency

Hindi – High-level proficiency

SUMMARY

I'm a copywriter with 8+ years of experience. Have worked on 30+ brands across platforms. I believe in entertainment-driven advertising that's rooted in insight, observation and culture.

| Message first, medium later

| Emotion first, tech later

| Humour first, platform later

- Writer of the controversial **Tanishq 'Ekatvam'** campaign
- Winner of the IndIAA Award by International Advertising Association – for the **Dailyhunt IPL Campaign**
- Winner of the German Star of India award at the Indian Film Festival, Stuttgart, Germany – for '**Josh: No Need to Act – a Mental Health Campaign**'

SKILLS

- Ad-film Writing - Long & Short form
- Storytelling
- 360° Creative Campaigns
- Creative Strategy
- Voice-over & Lyric Writing – English & Hindi
- Creative Direction
- Integrated Advertising
- New Age Ideas to Old School Craft
- Brand Insight
- Consumer Insight
- Digital & Social Media

EXPERIENCE

**Creative Consultant - Copy
Freelance/Independent** | Mumbai

January 2022 – Current

**Content Partner (Associate Creative Director)
WYP-Wondrlab** | Mumbai

April 2021 – Nov 2021

**Group Head - Copy
WYP Worldwide** | Mumbai

April 2019 – April 2021

**Creative Supervisor - Copy
WYP Worldwide** | Mumbai

April 2018 – April 2019

**Copy Supervisor
WYP Worldwide** | Mumbai

July 2017 – March 2018

**Copywriter
Mixed Route Juice** | New Delhi

Sep 2015 – Jun 2017

**Copywriter
Dentsu Webchutney** | New Delhi

April 2015 – Aug 2015

**Social Media Community Manager
Razorfish, Publicis Groupe** | New Delhi

Sep 2014 – Mar 2015

Intern - Digital Marketing
Odino Pixar | New Delhi

Dec 2013 – May 2014

IN THE PRESS

[HT Interview – Creators of the Controversial Tanishq Ad](#)

[Tanishq Ad Was Meant to be a Simple Message of Love](#)

[Josh Celebrates World Mental Health Day With
#NoNeedToAct](#)

[Josh Sparks an Important Conversation on Mental Health](#)