

# PALASH SHROTRIYA

CREATIVE DIRECTOR

## DETAILS

### ADDRESS

C-1104, Swapnalok Towers, Malad East  
Mumbai, 400097

### PHONE

+91 99588 21409

### EMAIL

palashshrotriya.work@gmail.com

### DATE OF BIRTH

1st Dec, 1989

## LINKS

[Portfolio \(Please view on laptop/desktop\)](#)

[LinkedIn](#)

## SKILLS

Ad-film Writing - Long & Short form

Storytelling

Creative Strategy

Voiceover & Lyric Writing - English & Hindi

Creative Direction

Integrated Advertising

Brand & Consumer Insight

## LANGUAGES

Hindi

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English

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## SUMMARY

I'm a copywriter with 8+ years of experience. Have worked on 30+ brands. 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

- 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'
- Writer of the controversial Tanishq 'Ekatvam' campaign

## WORK EXPERIENCE

<b>Freelance Creative Consultant</b> Aug 2024 — Present	Mumbai
<b>Creative Director, Ogilvy</b> Jan 2024 — Jul 2024	Mumbai
<b>Freelance Creative Consultant</b> Jan 2022 — Dec 2023	Mumbai
<b>Content Partner (Associate Creative Director), WYP-Wondrlab</b> Apr 2021 — Nov 2021	Mumbai
<b>Group Head, WYP Worldwide</b> Apr 2019 — Apr 2021	Mumbai
<b>Creative Supervisor, WYP Worldwide</b> Apr 2018 — Apr 2019	Mumbai
<b>Copy Supervisor, WYP Worldwide</b> Jul 2017 — Mar 2018	Mumbai
<b>Copywriter, Mixed Route Juice</b> Sep 2015 — Jun 2017	New Delhi
<b>Copywriter, Dentsu Webchutney</b> Apr 2015 — Aug 2015	New Delhi

**Social Media Manager, Razorfish, Publicis Groupe**

New Delhi

Sep 2014 — Mar 2015

**Intern - Digital Marketing, Odino Pixar**

New Delhi

Dec 2013 — May 2014

**EDUCATION**

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**BA (Hons.) Economics, Delhi University**

New Delhi

Jul 2008 — Jul 2011