

NITYASYA BELAPURKAR

ACD writer

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PROFILE SUMMARY

I give brands a voice. I'm a writer, thinker, and storyteller who draws insights and inspiration from the world around me.

I'm an integrated creative who has a proven track record of creative ability and judgment, successful management of creative teams and accounts, excellent presentation skills, and successful client-facing experience,

I like to make things that disrupt the status quo and center voices that are disenfranchised.

EDUCATION

Carleton College, Northfield, Minnesota

B.A. in English Literature, completed in June 2015

Minor in French and Francophone Studies, completed in April 2015

French Language Immersion Program, the Center for University Programs Abroad, Paris, Spring 2013

ACHIEVEMENTS

- Abby Awards 2019 Shortlist for Digital Co-creation (Platinum Guild International)
- Won Silver at Sammie Awards 2018 for Best Social Media Brand (Bajaj Allianz Life)
- Won Silver at India Digital Awards for Best User-Generated Content (Bajaj Allianz Life)

SKILLS

- Copywriting
- Research
- Adobe Creative
- Presentation skills
- Concepting
- 360 campaigns
- Brand voice
- Branded content
- Data assessment

WORK

Senior Copywriter, Big Spaceship, New York (Feb 2021-Present)

- Starbucks, Etsy, Chase, new business

Freelance Senior Copywriter, New York (Aug 2019-Feb 2021)

- Understood.org, VMLY&R New York (Colgate, Walgreens), draftLine (Michelob ULTRA)

Senior Copywriter, Dentsu Webchutney, Mumbai (Nov 2017-April 2019)

- Responsible for award-winning, insightful and effective campaigns at India's most-awarded creative agency
- Managed and mentored a team of copywriters
- Led and won new biz (90% conversion rate): Tata Cliq Luxury, OPPI, Honor Phones (Huawei), Platinum Guild International

Copywriter, Social Kinnect, Mumbai (Aug 2016- Nov 2017)

- Became the voice of brands, resulting in effective digital-led campaigns
- Brands: HDFC ERGO, L'Oréal Professionnel, PNB MetLife, fbb

UNWORK

Co-founder, Soup Canvas (2020-present)

- Brought 50+ artists on board
- Built relationships with leading non-profits Urban School Food Alliance and City Harvest NYC
- 2000+ meals funded

Mentor, Women Who Create (Fall 2020, Spring 2022)

Creator, South Asian Memory Work (Spring 2022)