

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)

- Led and executed digital campaigns for Starbucks and Etsy

Freelance Senior Copywriter, New York (Aug 2019-Present)

- 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)