

Skillset

Digital Campaigns
Print Advertising
Scripting/Storyboarding
Branding
B2B Marketing
SEO Writing
Direct Mailers
Photoshop/Illustrator

Academics

Bachelor of Mass Media
(Advertising)
Bharatiya Vidya Bhavan's College,
Andheri West , Mumbai

Contact

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[Arnab Chatterjee]

[Copywriter/Illustrator]



Relevant Exp.

Lyxel & Flamingo

Sector 39, Gurgaon
July 2024 - Present

Senior Copywriter

Role: Digital Marketing
Clients: Hettich India, Kurlon,
Bridgestone, Vetic Pet Clinic

Highlight: Helped launch Hettich India's
latest digital campaign '#FeelTheMagic'
on all social platforms

Crayons Advertising

Phase III, Okhla
Nov 2022 - Jan 2024

Copywriter

Role: ATL & BTL Advertising
Clients: LIC, IndianOil, SERVO, Kajaria,
BPTP Realty

Highlight: Agency received empanelment
status from LIC for the campaign
pitch 'Forver 25'