

Poorva Kulkarni

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PROFESSIONAL SUMMARY

A professional with experience in copywriting, crafting brand identity, mainline advertising and campaign strategy. Worked on key projects like the revamp of Fevcreate, the launch of Zee Bollywood and the rebranding of Zee Cinema. I am self-motivated and work well in teams and a fast-paced corporate environment.

WORK EXPERIENCE

Copywriter - Pidilite Industries

June 2024 to Present

- Responsible for all BTL communications with various stakeholders across the brands owned and acquired by Pidilite.
- Responsible for working on copy for packaging and brand identity for new products or brand revamps.
- Worked on the revamp of Fevcreate including new product architecture, nomenclature, packaging copy and instruction manuals.

Brand Manager - MyGate

November 2023 to April 2024

- Responsible for onboarding new brands and driving sales of ad spots in the app, overseeing execution of campaigns, monitoring results and delivering the results to clients.
- Working on matching the right inventory mix to the brand to ensure the best results are delivered.

WORK EXPERIENCE

Strategy and Research Intern - Jio Creative Labs

February 2023 to May 2023

- *Worked on both Core Strategy and Creative Strategy*
- *Conducted research and industry analysis and worked on routes or spaces based on insights gleaned through research.*
- *Brainstormed strategy and promotional ideas based on the route/space selected.*
- *Contributed to the development of campaign strategies pitch decks for noteworthy brands like Reliance Foundation's Vantara, JFSL, DSG, Kirtilals, Infinix, Hindware Smart Appliances and more.*
- *A key learning was how data and observations can be the bases on which Insights can be built. Reliable, strong insights are a necessary edifice to build impactful campaigns.*
- *Specially recognized by the CEO Mr Aditya Bhatt for my work on Kirtilals and was named 'Intern of the Week'.*

Management Trainee- Mullen Lowe Lintas

June 2018 to March 2019

- *Briefing key teams, driving the campaign to completion as per the requirements of the brand in a timely and efficient manner.*
- *Taking the voice of the brand into consideration and suggesting campaign ideas to further the communication goals set by the brand.*
- *Studying and analyzing the market and competition to keep various teams updated to optimize the finished communication options we could provide to the brand team. Participated in various campaigns as well as the campaign to launch Zee Bollywood and rebrand Zee Cinema.*
- *A key learning experience was seeing the journey from a brief to a campaign and how various teams work together to send out a finished campaign.*
- *Developed the ability and willingness to step in to help at any stage of the campaign to get the required work done on time. I learned to maintain a standard of work and send out good quality work to better help the brand team.*

Management Trainee- Torque Communications

October 2017 to December 2017

- *Key responsibilities included daily news tracking and analysis for brands like FedEx and Escorts, making and disseminating press releases.*
- *Executed an event held for rebranding of Sterling Holidays.*
- *A key learning experience here was seeing how each brand has its own voice.*
- *Each account is unique. I learned how to work in a team towards one goal. I learned a lot about the practical aspects of PR from my seniors.*

SUMMER INTERN- OGILVY

- May 2014 to June 2014
 - Assisted on various projects such as Hindustan Unilever's Sunlight Project, Lifebuoy's Jump Pump initiative, activations for Vespa, Mahindra Quanto.
 - A key learning experience was how ideas can be turned into reality if people work together.
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SKILLS AND PROFICIENCIES

- Strong language and communication skills
 - Attention to detail and ability to multitask seamlessly
 - Organized and work well in a team
 - Research, Analytical skills, Advertising, Creative Strategy, Ideation
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CERTIFICATES

- Pursuing Digital Marketing Specialization from Coursera
 - Adobe Photoshop from Arena Animations, Mumbai
 - Adobe PremierPro from Arena Animations, Mumbai
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EDUCATIONAL BACKGROUND

PGPM - ICFAI Business School, Mumbai, – CGPA – 9.21/10
2022 - 2024

PGDA&M – Mumbai University, Mumbai, –CGPA – 8.02
2016 - 2017

BMM – Ramnarain Ruia College, Mumbai, – Percentage – 65.50
2013 - 2016

12th – D.G. Ruparel College, Mumbai, Percentage – 80.67
2012 – 2013

10th – Dr S. Radhakrishnan Vidyalaya, Mumbai, Percentage – 85.09
2010 - 2011