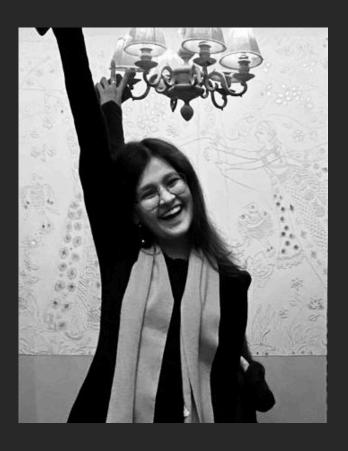
## PRACHI SHARMA



### **ABOUT ME**

I identify as the crazy, yet funny friend in every group who justifies her weirdness through creativity, by working as a writer behind some of the most creative ad campaigns you see out there.

My babbling capabilities are infinite and extremely useful. Say, when you're in dire need of creative solutions, whatever shoots off this mouth can be put to use!



9899242925



prachi8331@gmail.com



M-248, First Floor, Paschim Vihar, New Delhi



www.prachiisharma.com

## **SKILLS**

- Acing at strategizing and creating insights for campaigns
- Juggling an array of brands and churning out the best output in each
- Can pen beautiful jingles in English and Hindi
- Always thinking of path-breaking proactive ideas that drive behavioural change
- A great ally for solving last-minute crises
- A great team player with a hands-on approach for every job undertaken

# PRACHI

# SHARMA



## Notable Campaigns:

Spotify
Wrapped 2021

**Spotify**Dil Filmy, Toh Suno Filmy

**Spotify Premium**Feel the Music

Cadbury Dairy Milk Silk S for Love

### **WORK EXPERIENCE**

**LEO BURNETT** → Mumbai

Senior Copywriter
2023 - Present

OGILVY & MATHER

Senior Copywriter

2021-2023

Mumbai

LEO BURNETT - Delhi

Copywriter 2019 - 2021

### **EDUCATION**

### Post Graduation

Xavier Institute of Communications, Mumbai

Diploma in Advertising & Marketing

### Graduation

**Vivekananda Institute of Professional Studies** 

Bachelors in Journalism & Mass Communication

## Higher Secondary

Springdales School, Pusa Road