

(SENIOR COPYWRITER AT LEO BURNETT)

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

(SENIOR COPYWRITER AT LEO BURNETT)

PRACHI

SHARMA



WORK EXPERIENCE

LEO BURNETT —→ *Senior Copywriter*
Mumbai 2023 - Present

OGILVY & MATHER —→ *Senior Copywriter*
Mumbai 2021-2023

LEO BURNETT —→ *Copywriter*
Delhi 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

Notable Campaigns:

Spotify
Wrapped 2021

Spotify
Dil Filmy, Toh Suno Filmy

Spotify Premium
Feel the Music

Cadbury Dairy Milk Silk
S for Love