

Siddhant Shelar

IDEA MACHINE | COPYWRITER | FILMMAKER



EXPERIENCE:

INDEPENDENT CREATIVE | JAN 2025 - NOW

- Directed, shot, produced and edited “**AQI: YehQHai?**”, a short film on air pollution that went viral, landed the front page of Sunday Mid-Day, and rallied 1000+ emails to the Environment Ministry.
- Cold-mailed **Naseeruddin Shah** to star in my directorial debut.
- Worked on Gillette with Grey; freelanced in fashion, alcobev & real estate.

FAMOUS INNOVATIONS, MUMBAI | MARCH 2022 - NOV 2024

- Worked on 45+ brands: Burger King, Adidas, Zudio, Jameson.
- Contributed to 11 winning pitches.
- **Directed the Indian Cricket Team** for Adidas’ World Cup 2023 SM.
- Chosen by the Founder to represent the agency at **Cannes Lions 2023**.
- Coined American Tourister’s brand tagline: “**Everyone’s In.**”

COPY SUPERVISOR | APRIL 2024 - NOV 2024

SENIOR COPYWRITER | MARCH 2023 - APRIL 2024

COPYWRITER | MARCH 2022 - MARCH 2023

ALMA DDB, MIAMI | COPYWRITING INTERN | OCT - DEC 2021

- Coors Light, Miller Lite, Change The Ref, Wells Fargo.

FAMOUS INNOVATIONS | COPYWRITING INTERN | JUN - AUG 2021

- Men of Platinum, Columbia Pacific Communities, St. Ives

BBH, MUMBAI | COPYWRITING INTERN | JUL - DEC 2020

- Copywriter and Art Director for three months each.
- Audi, Discovery Plus, RedBull, Tinder, OLA Electric, Onsitego.

OGILVY, MUMBAI | COPYWRITING INTERN | OCT - DEC 2019

- Livon, Love Matters, Cadbury Silk.
- Shot a BTS Film for Road Safety World Tournament.

EDUCATION:

42 COURSES | CREATIVE THINKING & STRATEGY | 2025 - 26

MIAMI AD SCHOOL | DIPLOMA IN COPYWRITING | 2018 - 21

- Won The Top Dog Award.

K.C.COLLEGE | BACHELOR’S IN MASS MEDIA (JOURNALISM) | 2015 - 18

- Head of Publicity, KC’s BMM Fest, Blitzkrieg 2017.
- Assistant Contingent Leader for KC’s Media Dept, Kiran 2016.
- Won the Journalism Event at Polaris 2015.

M.L.DAHANUKAR COLLEGE | HSC | 2013 - 15

- President of Hindi Literature Club, 2015
- Winner of ‘Sell It Well’ – an intercollegiate competition for marketing unmarketable products.

TOOLS:

- **AI:** Dalle-E, Sora, MidJourney, Runway, Claude, GPT, Gemini.
- **Production:** Photoshop, Illustrator, InDesign, Final Cut, Premiere Pro.

ABOUT ME:

A self-proclaimed Idea Machine who loves to bring stupid, ambitious ideas to the table. His ideas will either make you laugh, break new ground or both.

AWARDS:

Google | Click it before you Circle it
CANNES YOUNG LIONS 2026 SHORTLIST

Decathlon | Ready to Play
MANIFEST-CENTRICKK 2025 WINNER

Mumbai Traffic Police | Blockbuster Excuses
ABBY 2024 GRAND PRIX
KYOORIOUS 2024 BABY ELEPHANT

Burger King | Scare the President
ONE SHOW YOUNG ONES 2019 SILVER
THE DRUM CHIP SHOP 2019 WINNER

Il Makiage | 100% Maximalist B.
ONE SHOW YOUNG ONES 2019 MERIT

Astitva | Contemporary Issues Film
ROLL. TAKE. TURN. 2018 RUNNER UP

HIGHLIGHTS:

- **Adidas** | Got Virat Kohli & Indian team to signal ‘wide’ in **the SRK pose** on his B’day.
- **Absolut** | Got cis-het people to come out of their **Closet of Prejudice**.
- **Jameson** | Made friendship a game by making **One Less Stranger**.

LANGUAGE:

Native: English, Hindi, Marathi, Meme-speak.
Elementary: Sanskrit, French, Gujarati.

CONTACT:

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