

Siddhant Shelar

IDEA MACHINE | COPYWRITER | FILMMAKER

EXPERIENCE:

INDEPENDENT CREATIVE | JAN 2025 - NOW

- Currently open to freelance and project-based creative roles.

FAMOUS INNOVATIONS | MARCH 2022 - NOV 2024

- Worked on 45+ brands and contributed to 11 winning pitches.
- Became the go-to person to write anthems and songs.
- Chosen by the Founder for an agency-paid Cannes Lion trip.
- Coined American Tourister's 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 | CREATIVE INTERN | JUL - DEC 2020

- Copywriter and art director for three months each.
- Audi, Discovery Plus, Red Bull, Tinder, OLA Electric, Onsitego.

OGILVY | COPYWRITING INTERN | OCT - DEC 2019

- Livon, Love Matters, Cadbury Silk.
- Shot a BTS film for Road Safety World Cricket Series.

EDUCATION:

42COURSES | CREATIVE THINKING & STRATEGY | 2025 -

- Currently completing the full library of 42+ learning modules.

MIAMI AD SCHOOL | DIPLOMA IN COPYWRITING | 2018 - 21

- Won The Top Dog Award.

K. C. COLLEGE | BACHELOR'S IN MASS MEDIA | 2015 - 18

- Head of Publicity, KC's BMM Fest, Blitzkrieg 2017.
- Assistant Contingent Leader for KC's Media Dept, Kiran 2016.

M. L. DAHANUKAR COLLEGE |

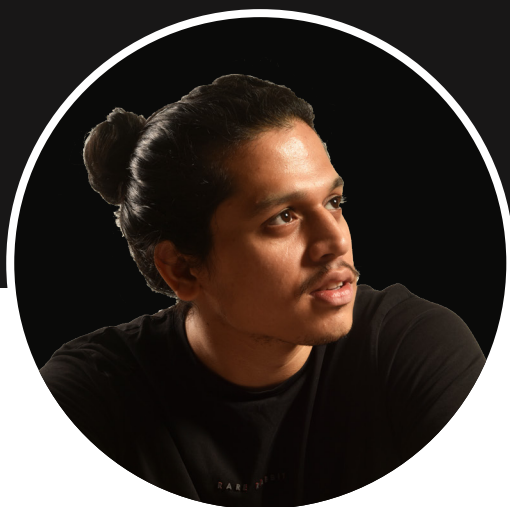
MAHARASHTRA STATE BOARD OF EDUCATION | 2013 - 15

- President of Hindi Literature Club, 2015
- Winner of 'Sell It Well' 2015 Intercollegiate Advertising event.

CAMBRIDGE SCHOOL | SCHOOLING | 2001 - 13

TOOLS:

- **AI:** Chat GPT, Dalle-E, Sora, MidJourney, Runway, Gemini
- **Productivity:** Notion, Google Trends & Analytics
- **Design:** Adobe Photoshop, Illustrator, InDesign
- **Video:** Final Cut Pro, Premiere Pro, VN Editor



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:

- **ABBY 2024, GRAND PRIX**
Out of Home - Public Service
Mumbai Traffic Police, Blockbuster Excuses
- **KYOORIUS 2024, BABY ELEPHANT**
Traditional Billboards - Series
Mumbai Traffic Police, Blockbuster Excuses
- **ONE SHOW, YOUNG ONES 2019, SILVER**
Burger King, Scare The President
- **ONE SHOW, YOUNG ONES 2019, MERIT**
Il Makiage, 100% Maximalist B.
- **THE DRUM, CHIP SHOP 2019, GOLD**
Burger King, Scare The President
- **ROLL. TAKE. TURN. 2018, RUNNER-UP**
Asitvta, Contemporary Documentary

LANGUAGES:

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

CONTACT:

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