

# The Broken Times

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## A TALE OF DEADLINES AND HEADLINES



*(best picture I could find)*

### Creative Skills:

- Creative Direction (Digital + ATL)
- Campaign Conceptualization & Execution
- Copywriting
- Brand Storytelling
- Cultural Insight & Trend Mapping
- Film & Video Scripting
- Scriptwriting for Celebrity-led Camp

### Strategic & Brand Skills

- Integrated Marketing Strategy
- Brand Positioning & Tone of Voice
- Client Presentation & Pitching
- Consumer Psychology
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### Digital & Content Proficiency

- Social Media Content Strategy
- Digital-First Campaign Development
- Trendjacking & Pop Culture Relevance
- Interactive & Experiential Concepts

Hi! I am Priyadarshi

I've spent the past 14 years writing things that (hopefully) make people pause, smile, or buy some chips. I'm a creative director by title, a literature student by degree, and a lifelong believer that great ideas often begin with very dumb ones. Ones that we aren't brave enough to say out loud—until someone does.

You might've seen some of my work without realising it: a twisty line in a Kurkure ad, a dramatic Mountain Dew moment with Hrithik Roshan, or that one quirky campaign that made you say "Wait, who thought of this?" That was probably me—or me with a sleep-deprived team and a lot of coffee. I like writing things that you want to quote, or argue with, or steal. I love working with people who understand the value of a good idea.

And if the coffee's strong enough, I can probably write you a tagline that sticks.

### Education

Master of Arts in Comparative Literature, Jadavpur University, Kolkata 2006-2011

### Senior Creative Director

**Grapes Worldwide, New Delhi, 2021-2024**

- Spearheaded integrated campaigns for major brands, including JBL, WION, Zupree, ZEE Media, CP Plus, DS Group etc.
- Mentored junior creatives, and learnt some GenZ lingo in return.

### Creative Director

**JWT/ Wunderman Thompson, Gurgaon, 2016-2021**

#### Dates of Employment

- Led the creative development of high-impact campaigns, notably for Kurkure and Mountain Dew, Himalayan, J&K Tourism etc.
- Selected as part of the WT High Potential Club (2020) out of 15,000 global employees

### Copy Supervisor / Senior Copywriter

**Hakuhodo Percept, Havas Worldwide & Rediffusion Y&R, Gurgaon-2011-2016**

Learnt a lot, won a few awards for Brands like Mortein, Berger Paints, Eveready Batteries etc.