

Aditya Narayan

Senior Copywriter

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📁 [My work](#)

Profile

Having started my writing journey in 2012, I am an experienced marketing copywriter with over 13 years of experience in mainline advertising, social media marketing, and corporate communications. The first decade of my writing journey was spent in the advertising field, where I was primarily responsible for creating organic brand engagement, eventually being promoted to building narratives for brand development and growth.

In recent years, I have evolved into a targeted SEO Copywriter, crafting compelling social media marketing content across B2B and B2C channels, engaging stakeholders worldwide. My current job has also allowed me to diversify my writing style by providing me with projects that include sales and CRM writing.

I approach marketing with a unique blend of outside-the-box creativity, similar to an agency setup, and a relevance-driven style tailored to meet performance metrics. I enable businesses to drive profitability while also providing them with a clear and distinct voice that stands out in the digital clutter.

Core Competencies

Marketing Strategy
Storytelling
Social Media
SEO Copywriting
Digital Strategy
Web Content Writing
Content Management
Marketing
Tone Of Voice

Education

BACHELOR'S DEGREE

University of Mumbai
2008-2011

Recognition

ONE SHOW – SILVER

Creative Design

KITES OF HOPE

Jivdaya Charitable Trust

Professional Experience

SENIOR COPYWRITER, MAERSK GSC

Bengaluru, KA

MAY 2022 – PRESENT

This role challenged me to adopt a performance-focused approach to creativity. The challenge of delivering actionable results compelled me to reduce word count and develop an effective, succinct copy style. The first couple of years were spent working with the APA market to optimise their social media effectiveness. Eventually, my work led to being assigned the task of handling the entire category of Maersk fulfilment services, along with sales writing projects for key solutions in our offerings, now an SOP for global sales teams.



Professional Experience

CREATIVE CONTROLLER, 82.5 COMMUNICATIONS (OGILVY)

DEC 2019 – MAY 2022

Mumbai, MH

My responsibilities with this role required me to lead a copy team to come up with brand campaigns across brands such as Bisleri, Aprilia, Saffola, NPCI, IDBI Bank and Dell Computers. I led the brand development and the launch of campaigns for the Aprilia SXR160, Saffola Immuniveda Chyawanprash and the print campaign to launch the UPI payment system.

COPY GROUP HEAD, L&K SAATCHI & SAATCHI

MAR 2018 – DEC 2019

Mumbai, MH

I worked as the primary custodian for the Jockey Brand, handling the Men's innerwear, Women's lingerie and Athleisure categories. I was also responsible for Hero Motocorp and the many products they launched during my stint there. Other brands included Pepperfry, Bauli India and ABD.

SENIOR COPYWRITER, J WALTER THOMPSON

DEC 2016 – MAR 2018

Mumbai, MH

I was responsible for overseeing the SONY Six sports beat, including cricket, football, tennis and F1. Other brands included Godrej Properties and Everyuth Face cream.

COPYWRITER, DDB WORLDWIDE

FEB 2015 – DEC 2016

Mumbai, MH

I was responsible for the rebranding and creative responsibilities of Aegon Life Insurance. I helped launch their new brand campaign. Also launched key activation ideas for Clean & Clear brand.

COPYWRITER, McCANN WORLDGROUP

MAR 2013 – FEB 2015

Mumbai, MH

I was working for the copy team for brands like Pears, Smirnoff, Western Union Money Transfer, Times NOW, Radio Mirchi and Piramal Pharmaceuticals. Here, I won the prestigious OneShow for the campaign, Kites of Hope by Jivdaya Charitable Trust.

JUNIOR COPYWRITER, DENTSU COMMUNICATIONS

JAN 2012 – MAR 2013

Mumbai, MH

I was responsible for the launch of the Manchester United Café Bar in Mumbai. Other brands included Star Union Dai-ichi and ICICI Securities.