

# PRITHU S KUMAR

Constantly traveling since I was young, I've found myself always exploring and uncovering new things (be it cultures, customs, people or languages). Seeing things for what they are and usually aren't!

Energetic, go-getter, inquisitive, team player. Imaginative (fond of getting lost), hard-worker (enjoy finding myself in the work), eager to learn & grow. With a work experience of 3.5 years split between India & the Middle East and lots more to gain, I'm very committed to my passion for fresh and memorable advertising.

## Work Experience:

- Copywriter:** Worked as Copywriter and Chief Group Team Leader at Asymmetrique Communications, Mumbai, India from May 2011 to June 2012.
- Copywriter:** Worked as a Copywriter at Web Chutney Mumbai, from February to September 2010.
- Jr. Copywriter:** Worked as a Jr. Copywriter at Contexture (formerly LOWE Contexture) Kingdom of Bahrain, Middle East, from September 2007 to April 2009.
- Freelance:** Freelanced as a Scriptwriter and Production Assistant for Kirali TV, Kingdom of Bahrain, Middle East from June to August 2007.
- Intern:** Interned at iContract, Bangalore, from December 2005 to January 2006.
- Intern:** Interned as a Scriptwriter and Production Assistant in two Student Productions at the Film and Television Institute of India (FTII), Pune in December 2004.

## Brands worked on:

- a) INDIA - Olympus Cameras, 5 Star, MakeMyTrip.com, Idea Cellular, Bridgestone, The Leela, Goldman Sachs Asset Management (GSAM) India, Mahindra Corporate, Godfrey Philips Bravery Awards, ICICI Lombard, ICICI Prudential, Titan, Kirloskar, Merc Chemicals, Ruchi Group, WorldVision.com, Welingkar Institute of Management.
- b) BAHRAIN - Batelco (Bahrain Telecommunications Company), Dilmunia Islands, Skoda, Bahrain Post, Al Waqt (Newspaper), National Bank of Bahrain, Ahli United Bank, Shamil Bank, Al Ghalia Resturant, Bahrain National Holding, Bahrain National Insurance, Takaful (Insurance), Future Bank, Central Bank of Bahrain, Aramco.

## Hobbies & Passions:

Avid movie buff (Cinema is my obsession), amateur photographer (the world through the lens my steady passion) & a voracious music lover. Keen about traveling, reading, cooking, conversations & activities that engage and stimulate.

## Technical Competency:

Fluent in Adobe Premiere Pro (CS6), Adobe Audition (CS6) and have working knowledge of Adobe Photoshop, Adobe Illustrator, Corel Draw & Free Hand.  
Well versed in MS Office on both Windows and Mac platforms.

## Personal Details:

- Age:** 28
- Date of Birth:** 15.06.1986
- Email:** pkumar21@student.scad.edu
- Mobile:** 912 441 9826
- Address:** 1206, Francis St NW, Atlanta, GA - 30318.
- Languages:** Fluent in English, Hindi and Konkani. With a passion for learning new languages, I've also acquired a working knowledge of spoken Marathi, Kannada and am presently learning Spanish.

## Academics:

- 2013: PG Diploma in Film Art, from the Manipal Institute of Communication, Manipal University India.
- 2009: Post Graduate Certificate Programme in Crafting Creative Communications, from MICA (Mudra Institute of Communications, Ahmedabad), India.
- 2007: BA in Mass Communication, from St. Philomena's College, University of Mysore.

## Achievements:

- Copywriter and Team Leader of the chief group that serviced marquee clients like Goldman Sachs Asset Management (GSAM) India, Olympus Cameras, Reliance Energy and Merc Chemicals for my previous employer Asymmetrique Communications, Mumbai, a specialized boutique ad agency.
- Key contributing member in winning new business pitches which include 5 Star, Horlicks, Mahindra, The Leela, MakeMyTrip.com, Parivar Sapat Chai & The Ruchi Group for my previous employer Web Chutney, Mumbai, India's leading digital ad agency.
- Key contributing member in pitches for Bahrain F1 Grand Prix (2007), Bahrain's main cultural event - Spring of Culture (2008) & Bahrain's first low fair airline - Bahrain Air (2009) for my previous employer LOWE Contexture, Bahrain.
- Part of the team that prepared a comprehensive 'Road Safety Strategy' for the Ahmedabad Traffic Police for my internship project at MICA.

Portfolio Link  
<http://www.wix.com/copypreeth/portfolio>