

# // ROBI BANERJEE

CREATIVE DIRECTOR // COPY

An award-winning integrated copywriter raised on the digital medium, I've spent over a decade honing my craft to deliver outstanding creative results across a prodigious selection of brands, while building and leading teams that deliver at the highest of standards.

I'm always on, a compulsive creator who is obsessive about perfection and production values, thinking about the next big thing and the next big idea. In my free time (ha! free time as a copywriter, you say) , you'll probably find me nose deep in a book or in the latest PC game.

## // CONTACT

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## // EXPERTISE

- Brand Custodianship
- Campaign Thinking
- Strategic Thinking
- Creative Strategy
- Influencer Strategy
- Content Strategy and Creation
- Script Writing and Production
- Storytelling
- Creative Writing
- Presentations
- Team Leadership and Management
- Grammar and Proofreading

## // EDUCATION

2009-2012  
**B.A (H) Journalism**  
Delhi College of Arts and Commerce

## // WORK EXPERIENCE

### Creative Director

Korra Worldwide 2019-Now

- Spearheaded a creative team at one of India's freshest, fastest-growing advertising agencies.
- Owned brand duties for Durex, Airtel Payments Bank, Vivo, Haier, Fujifilm Instax, Purina PetCare (Supercoat, ProPlan, Felix and Friskies), VAHDAM India, Meta, Dr. Vaidya's, Mitsubishi Electric, National Geographic, Lakanto, and more.
- Wrote and helped produce films for a range of brands like Udemy, St. Botanica, VAHDAM India, Airtel Payments Bank, Kapiva and many more.

## // RECENT SUCCESSES

### Durex

Conceptualized brand positioning for Durex Playthings, including positioning all the sub-products under the new category - from bedroom games to blindfolds to handcuffs. Also wrote the content for the games and the packaging. Fun.

### vivo

Led creative for the launches of the vivo V29, V30, Y200, T2, T3 and X100 series, with massive influencer pushes, on-ground events and activations, while relaunching vivo's community - vivoice - and growing Monthly Active Users by 10x.

### VAHDAM India

Devised VAHDAM India's new brand positioning and brand story, launching their new range of spices in the US with Vikas Khanna, and positioning their homegrown program to educate their farmer's children (Teach Me) for the world.

### Airtel Payments Bank

Wrote and helped produce Airtel Payment Bank's campaigns for their Safe Pay feature and DigiGold, helping to position them as India's Safest Digital Bank.

## Copy Supervisor - Associate Creative Director

Indigo Consulting (A Leo Burnett Company) 2014-2019

- Conceptualized and executed award-winning digital advertising campaigns
- Led creative duties for some of Indigo Consulting's key accounts, like Citibank, Bajaj Motorcycles, Amazon.in, HDFC Bank, Max Healthcare and many others.

## Junior Copywriter - Senior Copywriter

Webchutney Studios Pvt. Ltd. 2012-2014

- Took my first plunge into the deep waters of advertising as a Jr. Copywriter, and led creative duties for several key accounts at Webchutney by the end of my stint.