

AAHELI DUTTA

COPYWRITER



WORK EXPERIENCE

Creative Group Head

Cheil India | Gurgaon | Jun 2022- Present

ROLE

Strategizing and executing content for social media platforms, films, online and offline assets. Ideation and execution of flagship product launches, influencer campaigns, proactive briefs and ideas.

PRODUCTS

Z Fold6 | Z Flip6 | Neo QLED 8K | The Frame TV | Crystal UHD 4K | Bespoke Microwave range | Ecobubble Washing Machine range

Associate Group Head

Interactive Avenues | Gurgaon | Feb 2019 - Jun 2022

ROLE

Interacting with clients and internal stakeholders, strategizing content for digital platforms, conducting thorough quality checks, coordinating with the Art team for successful execution of ideas, formation of ideas and concepts for brands and pitches.

KEY BRANDS

Voltas Beko, Oberoi hotels and resorts & Trident Hotels, Dish TV, Woods & Woodland

Senior Copywriter

Dentsu SVG Media | Gurgaon | Mar 2018 - Jan 2019

ROLE

Interacting with clients and internal stakeholders, content strategy for social media and website, editing and proof reading, long and short form content for brands.

KEY BRANDS

Max Bupa, Max Life , UNICEF

Copywriter

DDB Mudra | Gurgaon | Dec 2015 - Mar 2018

ROLE

Content creation for social media, website, e-mail marketing campaigns, formation of ideas and concepts for brands, coordinating with the Art team for successful execution of ideas.

KEY BRANDS

SAP, Indigo Airlines, V-Guard, Payback

Content Writer

RepIndia | Delhi | May 2015 - Dec 2015

ROLE

Creating and editing content for social media, website, coordinating with the Art team for execution, SEO blogs and articles for brands, Online Reputation Management.

KEY BRANDS

C&C Alpha Group, Reliance Communications, DLF, Select Citywalk

Creative Content Writer

Interactive Bees | Delhi | Apr 2014 - Apr 2015

ROLE

Content creation for social media, website, coordinating with the Art team for execution, SEO blogs and articles for brands.

KEY BRANDS

Vaango, Grohe, Inviya, Mex Lifestyle

EDUCATION HISTORY

Post Graduate Diploma Programme in Communication(PGDPC) + Masters in Mass Communication (MMC)

Delhi School of Communication, Delhi, 2012-2014

Bachelor of Business Administration,

Techno India, Kolkata, West Bengal University of Technology, 2009-2012

HOBBIES

When deadlines are less deadly, and pitches are low, I love consuming stories that are told by nature, Netflix, sooks, songs, people and silence

CONTACT

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LANGUAGES KNOWN

- English
- Hindi
- Bengali