

KSHITIJ TANDON

WRITER

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LINKEDIN: @KSHITIJTANDON

EDUCATION

Humber College

Canada
Marketing
P.G. Diploma
Class of 2021

SACAC

Delhi
Ad & PR
P.G. Diploma
Class of 2018

Sri Aurobindo College, DU

Delhi
B.COM.
Graduation
Class of 2014

Alliance Française

Delhi
B1 Level
DELF
Class of 2014

LANGUAGES

English
Hindi
Punjabi
French

ABOUT ME

Creative copywriter with 7+ years of experience crafting compelling content across digital, mainline, and social platforms. From ideating and pitching to executing 360° campaigns, I bring hands-on expertise in turning brand briefs into selling and award-worthy ideas. Experienced in working across diverse markets in India and Canada with global brands like Samsung, Visa, Under Armour, T-Mobile, and many more. I bring a strong blend of vision, discipline, and creativity to every project.

EXPERIENCE

Specialist Copywriter (Group Head)

*Pocket FM India
August 2024 - Present*

Copywriter

*Publicis, Toronto, Canada
May 2022 - March 2024*

Copywriter

*Taxi (WPP), Montreal, Canada
January 2022 - May 2024*

Communications Associate

*ABB, Toronto, Canada
November 2021 - January 2021*

Freelance Copywriter

*Cheil WorldWide, Toronto, Canada
October 2021 - December 2021*

Copywriter

*Cheil India
November 2019 - March 2021*

Copywriter

*Dentsu Webchutney, India
June 2018 - October 2019*

Audit Associate

*EY, India
September 2014 - January 2016*

SKILLS

Writing
Ideation
Memes
Storytelling
AI
Acting
Planning
Direction
Scripting
Branding

INTERESTS

Films
Fitness
Travel
Music
Theatre

AWARDS

Goa Fest
Kyoorius
Olive Crown

