


# nihal atawane | copywriter

 nihalatawane.com

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 Boston, MA

From an intern to an advertising entrepreneur and then a student again, I've lived, studied and contributed to the advertising culture in three amazingly different countries. Amid all the chaos and confusion of modern advertising, this experience has helped me develop a creative voice that is simple, clear and empathetic, yet challenges established ideas.

## experience & education

### MS in Advertising

Boston University | US | Sep 2017 – present

Also serving as Vice President – Creative, for AdLab – the world's largest student-run ad agency.

### Creative Supervisor

Milingual | Spain | Jul 2016 – Jul 2017

At Spain's hottest new social learning startup, I defined the strategy and positioning for the brand and executed campaigns across media.

### Co-Founder & Creative Partner

One September | India | Sep 2013 – Feb 2016

Together with three partners, in 2.5 years we took a branding and advertising startup from our living room to the heart of Mumbai's financial district, heading a team of 10 and working with some of the biggest names across industries.

### Senior Copywriter

Dentsu Webchutney | India | Jul 2011 – Aug 2013

Over two years, I crafted digital campaigns for more than 100 brands, including Coca Cola, MasterCard, and Microsoft.

### Copywriter Intern

Leo Burnett | India | Feb 2011 – Mar 2011

My month-long internship at Leo Burnett resulted in my first ever print ad for McDonald's.

### Copywriting Diploma

MICA | India | 2011

### BMM – Advertising

K.C. College | India | 2007 – 2010

## awards & honors

### Bronze Pencil

One Show Awards 2018

Awarded the Bronze Pencil for The Young Ones social brief for an awareness campaign about the opioid epidemic in the US.

### Walter Lubars Prize in Advertising

Boston University – 2018

### Silver Award

Campaign India – Digital Crest Awards 2013

Awarded the Silver prize in the Social Innovation category for the movie trivia game Qster.

## skills

### Software

Photoshop, Illustrator & Premiere

### Languages

Spanish, Hindi & Marathi

## un-advertising pursuits

### Teaching

As a TEFL-certified teacher, I've taught business and general English at companies such as Deloitte and Thyssen-Krupp.

### Volunteering

As part of the WWOOF network, I've volunteered on organic farms in Malaga, Spain and Whitakers, North Carolina.