



# nihal atawane | copywriter



nihalatawane.com



/in/nihalatawane



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Boston, MA

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

## experience

### Junior Copywriter

Hill Holliday  
Boston | Jan 2019 - present

### Freelance Copywriter

Allen & Gerritsen  
Boston | Sep 2018 - Dec 2018

### Creative Consultant

Milingual  
Madrid | Jul 2016 - Jul 2017

### Co-Founder & Creative Partner

One September  
Mumbai | Sep 2013 - Feb 2016

### Senior Copywriter

Dentsu Webchutney  
Mumbai | Jul 2011 - Aug 2013

### Copywriter Intern

Leo Burnett  
Mumbai | Feb 2011 - Mar 2011

## education

### MS in Advertising

Boston University  
Boston | 2017 - 2019

### PG Diploma in Copywriting

Mudra Institute of Communications  
Ahmedabad | 2010 - 2011

### Bachelor of Mass Media in Advertising

K.C. College  
Mumbai | 2007 - 2010

## awards & honors

### Hatch Awards

58<sup>th</sup> and 59<sup>th</sup> Hatch Awards

**Silver** - Print campaign for MeetUp

**Bronze** - Print campaign for Eddie Bauer

**Merit** - Print campaign for Kiwi Shoe Polish

### One Show

Young Ones Student Awards

**Bronze** - Experiential campaign on opioid awareness

**Merit** - Print campaign for Kraft Mac & Cheese

### Walter Lubars Prize in Advertising

Boston University - 2018

Scholarship for advertising excellence

### Vice President - Creative

Boston University AdLab (Jan - Dec 2018)

Headed the creative department at BU's student-run ad agency

### Campaign India

Digital Crest Awards 2013

**Silver** - Social media innovation for Viewster

## other stuff

### Software

Photoshop, Illustrator & Premiere

### Languages

Spanish, Hindi & Marathi

### Teaching

TEFL certified English teacher in Spain

### Volunteering

Organic farming in Spain and the US

*\*References available on request.*