

ISHAAN LALIT

SKILLS

I am an Award-Winning Copywriter & Author who has worked with international brands. I understand media creation tools like Photoshop, Premiere, etc., limitations & work with art teams to overcome them.

EXPERIENCE

Copy Chief | #ARM Worldwide | April 2022 - Present

I lead the copywriters' copy team and create campaigns and BAU content for accounts like MTV, MTV Nished, Pearson India, Bajaj Finserv etc. I am also on the new business pitch team and have won four accounts for the company.

Creative Content Strategist | Epikso Inc. | Oct 2019 - April 2022

I performed as an Associate Creative Director (Copy) and a Content Strategist working with major American brands like AUM, PG&E, Visitors Insurance, L&T, and Nvidia.

Creative Supervisor | Hakuhodo India | Oct 2018 - Oct 2019

I ideated and created Digital Campaigns for Maruti Suzuki Arena, Corporate, and all its properties. I also led the copy team in the FMCG car launches of the Next-Gen Ertiga and the Big New WagonR. For my contributions, I was awarded the Hakuhodo President's Award.

Content and Copy Lead | Epikso Inc. | Sept 2017 - Oct 2018

I created copy strategies using Myer Brigs Type Indicators and technically optimized all content to modern standards. I solely handed brands like

OBJECTIVE

TO CREATE MEANINGFUL, POWERFUL, AND ENGAGING COPIES THAT INSPIRE.



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[facebook.com/ishaan.lalit](https://www.facebook.com/ishaan.lalit)



<https://ishaanlalit.wixsite.com/website>



[youtube.com/sixthworldradio](https://www.youtube.com/sixthworldradio)

EZCharters, Heels & Jeans, Raydeo, etc., while managing a team of 3 writers.

Content Creator - FHM | TCG Media | June 2017 – Sept 2017

I authored articles for FHM India Magazine and developed digital content for the FHM India website. I also acted as a correspondent for TransReporter and Diabetic Living Magazines.

Writer | Hungry Ogre Technologies | Oct 2016 – June 2017

I read and developed detailed briefs of books. I also handled the Social Media and Digital Platforms for promotions for brands associated with the company.

Sports Reporter | Veqta Sports | Feb 2016 – May 2017

I reported Formula 1 and Mixed Martial Arts news on the Veqta website. I also scripted and hosted the weekly Formula 1 and MMA podcast.

Writer | FreeBo | Oct 2012 – May 2017

I worked on monthly travel, hospitality, lifestyle, and science projects.

EDUCATION

Commercial Pilot License | 2008-2010 | AeroFlite Aviation Academy (Philippines)

Diamond Grading and Gemology | 2005 | Indian Institute of Gemology (New Delhi)

Secondary School | 1998-2000 | Guru Nanak Inter College Narainpur (Kanpur)

Primary School | 1998 | Central Board of Secondary Education (Delhi)



twitter.com/ishaanlalit

BOOKS AUTHORED

- **Game On!** – First Draft.
- **Warlocks 1** – Readify Publication 2018 (Exclusive Digital Release on Readify App)
- **21 The Monarch Project** – Lifi Publishers - 2014 (Long Listed for Sahitya Academy Yuva Puruskar)
- **Dinner Date** – Authors Empire Publication 2014 (Best Selling Rom-Com 2014-2015)
- **Hexagon** – Mahaveer PublishAward-Winningward Winning Sci-Fi Novel)
- **The Bracelet** – A.P.K. Publishers – 2011

