

Harshil Bhardwaj

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Portfolio link: [Here](#)

Copywriter

Results-oriented Toronto-based Advertising Copywriter with over 8 years of ad agency experience, on various customer-centric brands like Budweiser, Corona, Kraft, Xbox, PepsiCo, Adidas, Motorola, Coca Cola, OLG, KitKat, Glade and many more. Proven track record of leading and managing extensive brand campaigns in Social Media Marketing, Digital and Traditional Advertising, with focus in copywriting on all media platforms.

PROFESSIONAL EXPERIENCE

Copywriter, [TAXI \(VML Canada\)](#) – Toronto

Jan 2024 – Present

Circle K, Coca Cola, OLG, KitKat, Glade, St Louis Bar & Grill

- Created innovative concepts and 'big ideas' for diverse brands across the agency, focusing on storytelling, interesting insights and attention-grabbing copy
- Conceptualized and executed highly successful social-first 360 campaigns, consistently pushing the boundaries of traditional and digital parameters
- Collaborated with cross-functional teams in Toronto and Montreal, fostering a positive work environment that contributed to project success

Creative, [SALT XC](#) – Toronto

May 2022 – Jan 2024

Kraft Heinz, Budweiser, Corona, Adidas, Jacob's Creek, Xbox, Bell

- Led and executed highly successful digital and experiential campaigns, consistently exceeding client expectations and achieving measurable results
- Proven track record of delivering high-quality work under tight deadlines, ensuring timely and accurate completion of projects
- Expertise in utilizing data-driven insights to inform copywriting decisions, optimizing campaigns for maximum impact and ROI

Creative Partner, [Creativeland Asia](#) – Mumbai

June 2019 – May 2021

Godrej Cinthol, Godrej Properties, Indeed.com

- **Won Gold at Maddies (Mobile Digital Awards) 2021 - Best Community Building Campaign (Godrej Cinthol)**
- Developed and elevated the creative voice for brands across websites and various social media platforms through multiple digital and mainline projects
- Partnered with Brand Managers, Art Directors, Account Managers and Planners to launch new products and ensured continuous recall value of the brand across seasons
- Mentored junior Copywriters and Art Directors on digital projects

Senior Copywriter [Enormous Brands](#) – Mumbai

Oct 2017 – May 2019

OLX, Motorola, DishTV, PolicyBazaar, Aegon Life

- Generated high engagement copy concepts for TV, Website, Emailers for B2B and B2C brands like Motorola, OLX
- Conceptualized multiple campaigns with Art Directors and Account Managers to for over 8 brands
- Lead the creative team of writers on redesign brand projects across all platforms

Copywriter, [Animal](#) - New Delhi

Dec 2016 – Sept 2017

Adidas Originals, Snapdeal, DLF CyberHub,

- Developed innovative campaigns for over 6 digital and outdoor-focused brands
- Launched the new identity of DLF CyberHub, Adidas Originals NMD - 2017 Edition, Snapdeal seasonal campaigns, etc
- Teamed up with Photographers and Videographers to create immersive on-site digital projects

Copy Trainee, [Wunderman Thompson](#) - New Delhi

Aug 2015 – Nov 2016

PepsiCo, Lay's, Tropicana, Slice, Doritos

- Took on new briefs and launched first promo campaign for Lay's – Lay's Flight of Flavours
- Accelerated creative seasonal campaigns for FMCG products through 360° Marketing
- Learned the creative workings of an ad agency and directly assisted the Executive Creative Director on campaigns

EDUCATION

Seneca College Of Applied Arts and Technology - Toronto

(2021 – 2023)

Ontario College Diploma, Creative Advertising

Pec University Of Technology (Now Punjab Engineering College)

(2011 – 2015)

Bachelor of Engineering, Materials and Metallurgical Engineering

ON A SIDE-NOTE

I'm a musician with years of experience in playing drums, guitar, and ukulele. Yes, the ukulele.