

RESUME

Name: Pallavi Patil

Date of birth: 18th July 1980

Qualification:

- Bachelor of Applied Art from Sir J.J. Institute of Applied of Art, Mumbai (2002)
- H.S.C from Vivekanand College, Kolhapur (1997)
- S.S.C from Chhatrapati Shahu Vidyalyaya, Kolhapur (1995)

Work Experience:

- Worked as **Graphic Designer** in **Mumbai** with **Triton** (2002 – 2003)
- Worked as **Visualiser** in Mumbai with **Percept/H** (2003 – 2005)
- Worker as an **Art Director** with **MAK** (2005-2006)
- Worked as the **Creative Head** with **Paradigm Plus**, Pune (2007 – 2008)
- Worked as **Senior Art Director** with **Xebec Communications**
- Worked as **Creative Strategist** and **Content Writer** for **Social Media** at **Xebec Digital**, Pune, where I worked on brands like Symbiosis, UTM, Maharashtra Tourism, Rambandhu Masale, Phoenix Market City, Cox and Kings etc. (2011 – 2012)
- Worked as **Design Head and Creative Strategist** with **Indian Magic Eye**, Pune (2012 – 2013)
- Worked as Graphic Designer on brands like Parle, Sahara Airlines, Sahara Housing, Phoenix Market City, Maharashtra Tourism, Pantaloons, DSK, Pinnacle Realty, Amit Realty, Kalpataru, Sandvik, Bank of Baroda, Siyaram's, Nayaab Jewellers, Symbiosis, RL Jewellers, Flame college of Liberal Arts, SHARP Electronics, LEVIS etc.
- Work as **Content Writer** for Digital Ad agency. Strategized and gave content for Social Media
- Worked as **visiting faculty** for **Print and Audio - Visual media** at Symbiosis School of Liberal Arts

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While working as a designer, I started getting interested in **Copywriting**. Being a good conceptualiser always brimming with ideas, I started with a new profile as an **English Copywriter**.

- **Editor** for the online lifestyle magazine named **Notnorth** (2014 – 2015)
- Worked as blog writer for various clients on diverse topics (**Freelancer**)
- Worked as **Senior Copywriter** with **Media Vinspa** in Pune (2016 – 2018)
- Worked as **Content Writer** with a Digital Agency named **Hats Off** (Worked from home)
- Worked as **Creative Head** and **Content Writer** with Social Media Marketing agency - **The Anonymous Click** (2020 – 2022)
- Worked as **Creative Strategist & Chief Copywriter** with **Qurious Design** (2023 – 2024)
- Worked as **Senior Copywriter & Conceptualiser** with **Botree Communications** (2025 – 2026). After quitting Botree, I went on a sabbatical.

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**Please note that all copy, concepts and ideas along with visualization are mine.
70 percent of design in this portfolio is also done by me.**
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- Wrote a book on **World Cinema** named '**Cine Wise**'.
- I had a column on **World Cinema** in **Pune Mirror** where my articles were published every Saturday.
- I'm also a professional **Anchor** and I give **English Voiceovers** for documentaries and TV Commercials.
- **Other Interests:** Reading, Travelling, Music, Sports and Cinema.

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