



Hi! I'm Ayush, an ad copywriter, scriptwriter and lyricist. What excites me is the ad film medium. And also cracking ideas for awards. Thinking Big Ideas and true insights are what I thrive on. Do you too?



[www.jugularnib.com](http://www.jugularnib.com)  
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[ayush.eflu@gmail.com](mailto:ayush.eflu@gmail.com)

# Ayush Prasad

## Creative Director (Copy)

### Skills

- Creative Direction
- Creative Strategy
- Ideation
- Copywriting
- Scriptwriting
- Film editing (FCPX)
- Photography

### Work Experience

**July 23 - Present - BBH India,**  
**Creative Director (Copy)**

Films & Campaigns for HDFC ERGO, CaratLane, UpGrad, Microtek, Reliance Digital, Skoda.

**Aug 22 - May 23 - Famous Innovations - ACD Copy**

Films, print, digital ads for Haier; Projects for Adidas, Rapido, Ampere, Savlon, Budleaf

**July 21 - Aug 22 - Bicycle Filmworks**

Creative Director & Creative Producer

Worked as consultant on scripts for Mahindra, Toyota Innova; Co-created 2 Short films - Help! & Glitch

**March 22 - July 22 - 4AM Worldwide**

Associate Creative Director (part-time)

Brandwork for Fairtrade, Hiranandani, Nexus Malls, Godrej Properties, Raheja

**Oct 19 - July 21 - Rediffusion - Creative Supervisor**

Films, print, digital ads, anthem, radio for TATA Motors, TVS Eurogrip, MPL, Parle 20-20, Suzuki, Ching's



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# Ayush Prasad

## Associate Creative Director (Copy)

June 16 - June 19 - Lowe Lintas - Senior Creative

Films, print, anthems, promos and radio for Surf Excel, Sunlight Care, Vim, Wheel, Sunlight, Idea, Living Foods

Jan 15 - March 16 - DDB Mudra - Copywriter

Films, anthems, radio and print for Premiere Futsal, ICICI Lombard, MTDC, Big Bazaar, IPL, Sony Max, Ezone, Inorbit Mall, Bigen

Dec 13 - Dec 14 - Eggfirst - Copywriter

Brands: PCI, Sakal Times, Oberoi Mall

## Educational History

2004-10

English & Foreign Languages University, Hyd

- MA English Lit
- MPhil English Lit

2001-04

Kirori Man College, Delhi University

- BA (Hons.) English

1998-2000

Patna Central School, CBSC

- Std. 12th

1985-1996

Don Bosco Academy, ICSE

- Std. 10th



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## Associate Creative Director (Copy)

### Main Extra-curriculars

- Participant, Portfolio Night 2014
- KMC Players, Workshops & 2 plays
- Co-founder & Editor, The Parivartan Mag (KMC)
- Co-founder, Editor & Writer, The DOE Journal (KMC)
- Editor, The New Outlook (KMC Annual Mag)
- Participant in inter-univ debates, DEBSOC (KMC)
- 3rd Prize in DU Inter-University Essay Competition 2004
- Secretary, The EFLU Film Club
- Co-founder, Actor, Writer, The EFLU Theatre Club
- Participant, Prithvi Theatre Lighting Workshop, by Arghya Chakravorty & Sunil Shanbag
- Participant, Creative Writing Workshop by Sophia Ashraf
- Editor & Writer, Amusing (EFLU Annual Mag)