

CURRICULUM VITAE

Ayush Prasad

(Bilingual Copywriter)

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Me & the Ads

I entered advertising the way an insight suddenly probes the
mind
and enters as an unexpected idea...

As I walked its unknown paths, I felt good...
There were problems to solve... 😊
And there were echoes from the past...
From ads on DD and cable
that had become a part of my life,
my bathroom singing, my parodies...
Just like my everyday daal-bhaat... 😊

So as the echoes met the geckos in my mind...
my complex prose started to unwind...

Into ideas crafted with the simplest of words... 😊

But... Kam Bolo, Zyaada Kaho,
was any day easy to say, and difficult to achieve... 😞

Loving the conversation-friendly ellipsis
was like loving Juliet...
With the Capulets of commas and semicolons
and the Montagues of hard-baked prose structures
barring my way... 🤔

Which is why, I went to the window every day... 🪟
The window of ad films and visual language...
The window of brevity...
The window of creative leaps...
The window of insights floating all around us...
And I latched onto them with the economy of structure... 😎

Why?

Because... if advertising had to solve complex problems,
the solutions had to be simple...

Because at the end of the day, we all want simple things.
Like happiness, solace, comfort, security, freedom.
And conversations one could relate to.

And it was the advertiser's job to get us all there.
He needed to populate popular culture
with simplicity.

Like the boatmen of Madh Island... 🚤
who get people from the shore to the city...
to where they want to be...
to buy what they want...
to experience what they want...
to feel what they want... 😊
by rowing a jetty in the simplest way possible...

I think, it's great to be that boatman...
It's also great to meet more boatmen like me...
And one day, hopefully, row the biggest boat with them all...
Carrying even more people towards their desires... 😊

Portfolio

www.jugularnib.com

Some Interesting Ideas I've Thought Off

Savlon.

Dhho Ghumaa Ke!
Swachhata ka Push-up.
Weekends ki nayi aadat, swachhata ki ibaadat.

Adidas.

Run For All the Wrong Reasons.

Rapido.

Box-class nahin, India ki open-class ride.

Zoiro.

Not just innerwear. It's SmileWear.

Budleaf Tea.

Ek Cup toh Banta Hai.

Haier Convertimax.

Convert Kiya Kya?
Open the Door to More!
Badlo Troublesome Situationship. Banaao Inspired Relationship.

Nebula Solar.

Surya Namaskar India.

Sugarlite.

Aadat Wahi, Bas Cheeni Sahi.

Big Bazar.

Khaane Mein Thoda Waqt Milaao.

Surf Excel.

Haar Ko Harao.
Neki Ek Ibadat.
Ek Neki Rozana.
Rang Laaye Sang.
Eesar Ek Ibadat.

TATA Motors.

Karo Parakh, jaano farak.
Bano bhalaayi ke driver.

Suzuki Gixxer.

Lane Nahin, League Badlo.
Man's Best Friend.

TVS Eurogrip.

Kya Aapka Tyre Bhi Kaayar Hai?

Book My Show.

Zulm Band, Cinema Chaloo.

Fairtrade.

Everyone Wants a Fair Deal.
Ab Har Trade, Ek Fairtrade.

Feviquick

Har tod ka jod

TATA Women's IPL

Khel se Bada Yeh Khel

TATA Women's IPL

Har Boundary Paar

Personal Passion Projects Undertaken:

1.

Short Film – Help!

<https://youtu.be/TCpJIJyiF-Q>

2.

https://www.instagram.com/bol_ke_lab/

3.

<https://www.youtube.com/channel/UCZK2rhaRJ04m2JkR-Z-xlgw>

4.

Personal poetry reading published by www.scroll.in

<https://scroll.in/video/954576/listen-i-think-i-hear-the-dead-speak-a-poem-written-for-victims-of-mob-violence-in-delhi>

5.

Socially Conscious & Photojournalistic Work done using Sundays.

A.

Pro-bono photojournalistic work for addressing the concerns of the main victims of Mumbai Cyclone,

the fishermen of Mumbai (pro bono work)

Reporting Partner: Aarefa Johari, Former Associate Editor at Scroll, ex-HT

<https://scroll.in/article/997397/mumbais-koli-fishermen-face-a-perfect-storm-climate-change-cyclones-and-illegal-fishing>

B.

Photojournalistic work for Mumbai Bagh (pro bono work)

Reporting Partner: Aarefa Johari, Former Associate Editor at Scroll, ex-HT

<https://scroll.in/article/979751/i-felt-like-i-found-my-identity-what-the-mumbai-bagh-protests-meant-to-muslim-women>

C.

Thakur Foundation Grant for Pan-India Research, Reporting and Documenting of Implementation of the Manual Scavenging Act, 2013.

(Timeline: November 2022 – Jan 2023)

Reporting Partner: Aarefa Johari, Former Associate Editor, ex-Scroll, ex-HT

Photographs in the reports below have been taken in tiny 10 by 10 type homes in slums, where light hardly enters. Locations: Kurla in Mumbai, Rajkot, Vasai-Virar District, Dhule, Ahmedabad. I've used my self-taught education in mixed lighting to create images that convey their reality without glossing it falsely.

I'm also editing a documentary that was shot for this same project on weekends. I've self-taught myself editing on Final Cut X.

I.

<https://scroll.in/article/1041527/manual-scavenging-deaths-in-ahmedabad-result-in-out-of-court-settlements-not-punitive-justice>

II.

<https://scroll.in/article/1043213/what-it-takes-for-a-city-to-end-manual-scavenging>

III.

<https://scroll.in/article/1041036/manual-scavenging-killed-19-people-in-mumbai-in-past-five-years-but-bmc-records-show-zero-deaths>

IV.

<https://scroll.in/article/1042092/how-rajkot-made-progress-in-ending-manual-scavenging-and-why-it-still-has-a-long-way-to-go>

V.

<https://scroll.in/article/1039817/how-to-cover-up-manual-scavenging-dhule-municipality-gives-cash-to-workers-but-denies-they-exist>

6.

Older Blogs

<http://bluberie.wordpress.com/>

&

from

<https://www.icarusnearthesun.wordpress.com/>

a.

An Old Song of hope.

(<https://icarusnearthesun.wordpress.com/2017/10/02/koshish-ka-naam-zindagi/>)

b.

Old Rap on Honour Killing – (Warning! RAW and abrasive!)

(<https://icarusnearthesun.wordpress.com/2016/08/16/aao-tumhein-ik-kahaani-sunaaon/>)

Languages Known

Hindi – Full proficiency (read, write, speak, understand)

English – Full proficiency (read, write, speak, understand)

Opportunity I'm Looking For

I would love to work as an Associate Creative Director (Copy) / in any other senior capacity and contribute both through individual strategic creativity and any leadership role made available to me to create memorable advertising that leaves a mark on the advertising industry.

I'm still taking the baby steps towards it. All I have is my writing & thinking talent, my out-of-the-normal, neurodivergent ideation, my zoning in, and my firm belief that first thoughts are the worst thoughts. In anything. Because it's pure, undirected impulse.

I'm looking for a place that'll give the time and opportunity to think of BIG IDEAS that could change both culture and a client's visibility and sales. Making a small brand big, and a big brand bigger is what I aim to achieve.

And I'm looking for good people who want to do the same. And yes, mutual competition is welcome. It's what creates the best of partnerships between art & copy or copy & copy or art & art. So... bring it on.

Kyunki aapas mein ghisaayi hogi tabhi toh kuchh hoga. God ke haan-naa mein se hi toh hum insaan nikle thhe. Or hum creative log, wo toh samaj, family aur knee-jerk education policies ke friction se nikalte hain, hai na?

Every bright flame feeds first and foremost on friction. Hum toh yehi chaahtein hain ki haan-naa ka pahiya ghoomne, khoob ghoomne, taaki kuchh umda nikal aaye! Jis se kaan ko, aankhon ko, aur client ko... teenon ko mazaa aa jaaye. Aur hum aur humaari team, saath-saath kahin pahunch paayein.

Thank you.

Work Experience

I'm a Hindi Writer, but by virtue of being forced to study English, the language of power in India, I became competent at it. And then better. And now I'm good at it.

I prefer writing in Hindi any day, kyunki wo meri awaaz hai, paper pe chalti meri kalam ka saaz hai... meri soch ka sheher, Hindi ke khazaane se hi toh aabaad hai. Toh bataaiye, kya soch ke aayein kal?

Waise I am adept and equally comfortable writing in English too. Vocab or craft. Dono mein.

Till now, I have worked on TVCs, web films, anthems, radio spots and integrated content. I've also been supervising a team of writers under me. I've brought out both my individual films and worked in collaboration with other senior writers. I've handled edits, recordings, narramatics, animatics, research, storyboarding and client presentations, in Mudra, Lintas, Rediff and Famous.

I enjoy writing a clear and concise piece that conveys an idea succinctly. But with a flair that becomes its unique sound, helping it differentiate itself from the competition.

And I believe in quality over quantity. Because at the end of the day, it's that one idea that goes through and makes magic happen.

Agencies & Positions

Associate Creative Director at Famous Innovations, Mumbai
(August 22 – present)

Associate Producer at Bicycle Filmworks, Mumbai
(August 2021 – August 2022)

Associate Creative Director (part-time) at 4AMWorldwide, Mumbai
(March 2022 – July 2022)

Creative Partner (Copy) at Rediffusion Mumbai
(October 2019-August 2021)

Senior Creative (Copy) at Lowe Lintas
(June 2016 - June 2019)

Copywriter with DDB Mudra
(Jan 2015 - March 2016)

Copywriter with Eggfirst
(Dec 2013 – Dec 2014)

***Prior to joining advertising, I had worked as Subeditor & Writer for JetWings, FlyLite and JetWings International Range of magazines. I'd also written for Insignia, a UTV World Movies' Magazine that interrelated films and places.

And worked as an interviewer of film personalities and feature writer at Pandolin, a now-extinct film journal.

Some Brands Worked On

Surf Excel, Sunlight Care, IPL, Adidas, Rapido, Budleaf, Premier Futsal, Idea, TATA Motors, Nebula Solar, Vim, Sugarlite, Haier, Jaypore, Ampere, Savlon, Wheel, MTDC, Sony (MAX, MAX 2, MAX HD), Ultratech Cement, Suzuki Gixxer, TVS Eurogrip, Book My Show, Ching's, MPL, Living Foods (Zee's food lifestyle channel), GoodKnight, ICICI Lombard, Big Bazaar, Ezone, Practus, Trubore, YogaPsychologyFoundation.

TG Understanding

I am a hydra. I absorb influences from every place I stay in or visit. Having grown up in Bihar, pursued higher education in Delhi and Hyderabad, and finally having lived in Mumbai, I have developed a keen understanding of how people in the Northern, Upper Southern, Western, and the Eastern parts of India think and react to the communication targeted at them. But of course, there still a lot to observe and learn.

References

Shirin Johari – 9819693165

Srijan Shukla – 9891299188

Shridhar Sir – 9930912642

Sanjay Ramanathan – 9820365048

Academic Qualifications

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|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2010 | M.Phil. English Literature, English and Foreign Languages University, Hyderabad
– Distinction in dissertation (Coursework- 71.25% - Grade A; Thesis 80% Grade A+) |
| 2006 | M.A. English Literature, Central Institute of English and Foreign Languages (now Vidya Dharma University, Hyderabad – 69.3% - Grade A |
| 2004 | B.A. (Hons.) English, Kirori Mal College, Delhi University – 51.55% |

2000 C.B.S.E., Patna Central School, Patna – 76%
1998 I.C.S.E., Don Bosco Academy, Patna – 76%

Papers and Publications

Written and defended the M.Phil. dissertation
“*Objects, **Objects**, Objects: The Aesthetics of Perceptual
Defamiliarization and Semantic Differentiation in Wallace
Stevens’ *Harmonium*”*

Published poetry and a short story called “Noise” in EFL
University’s annual literary magazine, *Amusing*, 2004-06

Published short film reviews in CIEFL Film Club’s *Weekly
Newsletter*, 2004-06

Presented a paper called “Re-asserting the National Self and Re-
legitimizing the Ideology of the Nation: The Re-construction of
Indian Youth within a Neo-Realist and Neo-Liberal Framework
in *Satya, Company* and *Apharan*,” at the National Film Studies
Conference, University of Hyderabad, February 2007

“What is Feminism?” published in *The First Parivartan Mag* for
gender sensitization, Kirori Mal College, Delhi, 2003

Published poetry in *New Outlook*, the annual magazine of Kirori
Mal College, 2001-04

Published a short story “The Parley” in the Sept-Oct 2003 edition
of *The Department of English Journal*, Kirori Mal College, Delhi.

Positions Held

- 2004-2005 Joint-Secretary of CIEFL Film Club & Editor-Writer for its *Weekly Newsletter*, Hyderabad
- 2002-2004 Editor of *New Outlook*, annual magazine of Kirori Mal College, Delhi
- 2001-2004 Editor and founding member to *The Parivartan Mag*, a monthly magazine of Kirori Mal College's (University of Delhi) gender sensitization cell, *Parivartan*
- Editor, founder, and writer for Kirori Mal College's, *The Department of English Journal*, during the academic year, 2002-04
- Founder member and organizer of activities of Kirori Mal College's gender sensitization cell, *Parivartan*
- Taught English language and literature to high school students, Delhi

Extracurricular Activities

2015

Did creative writing workshops with writer-rapper, Sofia Ashraf

2014

Participated in the twelfth edition of Portfolio Night organized by Lowe Lintas

2013

Did a lights workshop with Arghya Chakravarty and Sunil Shanbag's theatre group, Arpana

2008

Ran a Creative Writing Group, EFLU

Part of the Gender Sensitization Group, EFLU

Part of the LGBT Theory Discussion Group, EFLU

Part of the Graduate Academic Seminar, EFLU

2005-2007

Ran a poetry and play reading group in the Central Institute of English and Foreign Languages

Participated in the plays produced by the Central Institute of English and Foreign Languages' Theatre Club as an actor

Participated in cricket, table tennis, and chess in the annual sports event organized in the English and Foreign Languages University

Edited and published in *Amusing*, the annual magazine of Central Institute of English and Foreign Languages

Secured first position in the Central Institute of English and Foreign Language's annual quiz in 2005 and 2006

2001-2004

Participated in theatre workshops of Kirori Mal College's theatre society, *The Players*

Participated in competitions as a member of Kirori Mal College's debating society, *DEBSOC*, in inter-college debates

Ran the *DOE Journal* during 2003-04 at Kirori Mal College
Secured third position in the University of Delhi's inter-college
essay writing competition in 2004
Began a play and poetry reading group in Central Institute of
English and Foreign Languages in 2004
Founded the CIEFL Theatre Club along with six other founder
members in 2004

Activities and Interests

Writing fiction, poetry, and scripts. Filmmaking, lighting a Set,
cinematography, film editing. Method acting. Voice-overs.
Photography. Computers, camera lenses and cameras. And mixed
lighting techniques. And food, lots of flavourful food.