

ABHIJIT MAHIDA

COPYWRITER

INTERESTS

Learning cardistry
Strategizing fantasy cricket
Reading memoirs
Solo travelling
Vibing to RD Burman

CONTACT

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ABOUT ME

Blogger. Chemical Engineer. Business Analyst. Digital Marketer. CAT Reject. Stand-up comic.
Now a Creative Supervisor at Ogilvy.

MY WEEKDAYS

Jun 2022 - Ogilvy - Mumbai

Current Creative Supervisor

- Work on Asian Paints account, fully. Polished my scripting, big-idea thinking and execution here.

Jan 2020 - Grey - Bangalore

May 2022 Senior Copywriter

- Left a cushy job to plunge into the world of ads.
- Conceptualised, wrote and released ad films for Masai (an ed-tech brand), Luminous (a consumer electrical brand) and MMTC-PAMP (a jewellery brand)

Oct 2018 - M&C Saatchi Performance - Bangalore

Dec 2019 Senior Media Exec

- Employee #4 in the agency, directly reported to the Country Director.
- Did Media Planning and ran ads (end-to-end) for clients like MMT, AJIO, Zalora, Tokopedia, and GoJek across India, Singapore and Indonesia.

Feb 2017- Infosys Ltd. - Mysore & Hyderabad

Aug 2018 Systems Engineer, Business Intelligence

- Gave me a chance to move to a big city and work in a genuine MNC.
- Learnt many things but understood one - what I don't want to do.

MY WEEKENDS

Apprenticed under Rashmi Bansal: Worked 1-on-1 for her books "Shine Bright" and "We are the champions". Got acknowledged in the later one.

Stand-up comedy: Worked more than 50 rooms in 2019. Then a guy ate a bat so I had to stop.

EDUCATION

GUJARAT TECHNOLOGICAL UNIVERSITY, Anand

2012 - 2016 | Chemical Engineer

CAT 2018 - 98.81%ile

CAT 2017 - 96.61%ile

CAT 2016 - 89.44%ile