
SURABHI MOKASHI

ABOUT ME

I love creating content, finding insights and breathing life into experiences that make people take notice. I graduated with a Bachelor's degree in Advertising, and started off in a mid-size ad agency as a trainee. Two years on, I realized the account-life wasn't enough. So I switched to a marketing communications role, which I found to be more fulfilling, I created content and loved it. Soon enough, I knew I had to take the plunge into being a full-fledged creative. I've just finished my MA in Creative Advertising, worked on placement with a few agencies in London and I'm looking to start as Copywriter.

WORK EXPERIENCE

SAATCHI & SAATCHI WELLNESS, UK

September 2018

Brought in for a week to partake in conceptualizing ideas for a global pitch with the in-house team.



TMW UNLIMITED

July 30th, 2018 – September, 21st 2018

Part of a Creative Placement team, initially contracted for 6 weeks, received an extension based on performance. Worked on variety of brands ranging from Finance, to Retail and Tech.



MAZKARA MEDIA LTD

November 2015 – September 2016

Headed Marketing Communications across India & Dubai for a beauty & wellness tech-start up.

Responsible for all content creation, press-kits, partnerships and collaborations.



XEBEC COMMUNICATIONS

September 2013 – October 2015

Started as a trainee, and made my way up to Client Partner role. Initially involved solely in account management, later grew into strategy and conceptualizing account growth.

EDUCATION

MA CREATIVE ADVERTISING

Falmouth University - Graduated with Distinction

BACHELORS IN MEDIA STUDIES

Symbiosis Centre of Media Studies -
CGPA – 2.7/4

HSC ARTS - CLASS XII

Fergusson College – 75%

CLASS X - ICSE

St. Mary's School – Merit List, 90%

ACHIEVEMENTS

Graphite Pencil Winner

D&AD New Blood

One to Watch Winner

D&AD New Blood Exhibition

Ads of the World

Published Student Work

KEY SKILLS: Copywriting, Content Creation, Blogging, Ideation, Creative Brand Strategy.

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