

Radhika Sarpotdar

Bengaluru, India
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Hello!

Have 6 years of integrated writing experience.

Passionate about doing interesting work and simultaneously enabling a healthier work culture in advertising.

Employment History

Copy Supervisor

Digitas • Bengaluru
02/2025 - Present
Brands: Tanishq, Combiflam

Copy Supervisor

Ogilvy • Bengaluru, Karnataka
08/2023 - 01/2025
Brands: Allen Solly, Wipro Appliances, Rohan Builders and Lenovo. This was a digital role.

Copywriter

Leo Burnett Orchard • Bengaluru, Karnataka
03/2022 - 07/2023
Brands: Adidas, Lee Jeans, Kingfisher Ultra, Tork Motors, and Provident Housing. It was an integrated role.

Creative Executive (Copy)

Kinnect • Mumbai, Maharashtra
05/2021 - 10/2021
Strategised, ideated and wrote for Everyuth Naturals, Old Spice, Asian Paints, and Mirchi.

Copywriter

Tidal7 Brand & Digital • Mumbai, Maharashtra
08/2020 - 05/2021
At Tidal7, under Mr. KS Chakravarthy's (AKA Chax) mentorship, I wrote for The Organic World, InUrSkn, Blynk Certified Refurbished Mobile, Aasnaa, HPCL Retail, and TiE Women. It was a digital-first role.

Junior Copywriter

MX Advertising Pvt. Ltd. • Mumbai, Maharashtra
09/2019 - 07/2020
I ideated and wrote for EuroKids, EuroSchool, Aptech Limited, Lakmé Academy Powered by Aptech, Şişecam Flat Glass, Watertec, and Deepak Fertilisers and Petrochemicals Corporation Limited (DFPCL). It was an integrated role.

Head - Content Development

Howzat Marketing and Business Consulting • Thane, Maharashtra
04/2019 - 08/2019
I started as an intern but in 3 months, was heading the content development team of 5 persons. I wrote webpage content, blogs, articles, animated video scripts and digital ad copy. Also drafted brochures, catalogues, and other marketing literature.

Independent Legal Consultant

N/A • Mumbai, Maharashtra

09/2018 - 03/2019

Associate

Abrise Legal Advocates and Legal Consultants • Mumbai, Maharashtra
08/2016 - 08/2018

Education

B.L.S.,L.L.B

SVKM's Pravin Gandhi College of Law • Mumbai, Maharashtra
Graduated - 08/2018

Languages

English, Marathi, Hindi

Long-term Goals

Win a Cannes grand prix. Write a novel. Not necessarily in that order.

Passion Project

Built a community library back home.

Interests

Books | Food | Music
