

NINAD NASHIKKAR

ASSOCIATE CREATIVE
DIRECTOR | PODCASTER |
STORYTELLER

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Bengaluru, India

WORK EXPERIENCE

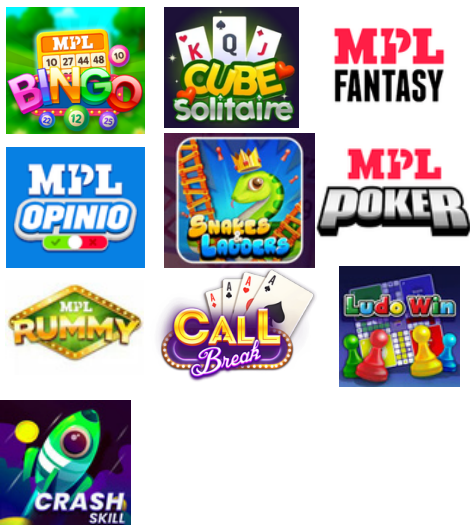
MPL

**Associate Creative Director -
Brand, Performance and Social
Media**

(July 2023 - Present)

**Sr. Manager - Copy & Content
(Jan 2023- June 2023)**

**Manager - Copy & Content
(Aug 2021- Dec2022)**



360° Brand Campaigns: Direct multichannel ad campaigns for MPL across 60+ games, combining strategy and user insights with creative storytelling to deliver brand, performance, and tactical campaigns. Oversaw end-to-end creative campaign development for BAU and new launches. Leading a 12-member team of art directors, copywriters, and motion designers to deliver high-impact work across TVCs, print, digital films, social, and performance marketing.

Delivered 100+ films across India, the US, and Brazil.

Social and Content experimentation: Spearhead content strategy for social media, push notifications, and in-app communication to find a unique brand voice, constantly experimenting with fresh content ideas and generative AI platforms like Midjourney, VEO3, ChatGPT, Sora, Runway, ElevenLabs, Higgsfield, Dreamina to scale content creation.

- Increased Facebook content interactions by 400%, link clicks by 128% and minutes viewed by 4.54K% in 8 months.
- Increased Instagram link clicks by 9.1K% and followers by 1000% in 8 months.

Brand IPs: Develop successful creative IPs that lead to the highest revenue contribution categories like, Zero Se Hero Festival, Great Indian Gaming League, and Diwali Lakhpati Party, MPL Taash Party, driving user engagement, retention, growth and revenue.

IPL Fantasy Cricket: Ideate and write films, activation ideas, for IPL season MPL fantasy- the biggest IPs of MPL.

Customer Life Cycle Communication Strategy (CLM): Established an effective creative strategy for push notifications (CLM) that increased engagement and retention.

FCBULKA

**Creative Group Head
Mumbai**

Aug 2019-Aug 2021

- Created 360-degree ad campaigns for FMCG brands.
- Oversaw the entire creative process from ideation to execution.
- Handled and mentored a team of two writers to churn out daily creatives.
- Created B2B as well as B2C communication across TV, digital, social, and outdoor platforms.
- Successfully delivered brand films and entire B2B & B2C communication for new category of product innovation for Nerolac.
- Work on everyday communication needs, award ideas, moment marketing, and corporate communication.
- Participated in pitches that successfully converted into business.



JWT

**Senior Copywriter
Mumbai**

Apr 2013 - Jul 2019

- Worked on an award-winning campaign of Abbey's for Good Knight client.
- Translated marketing strategy and insights into copywriting.
- Delivered integrated brand campaigns and oversaw creative development.
- Participated in business pitches for the agency.



**Radio Jockey &
Producer @ Radio Chai
USA (Remote)
Mar 2012 - Mar 2018**

- Written and hosted radio shows for Indian TG for genres like Bollywood, spirituality

PODCASTS

Modern Ishq



Audible Originals Podcast - Jun 2022-23

- Written episodes for Amazon Audible
- Storytelling podcast based on Modern Love

90's Ki Yaaadein



Gaana Originals Podcast - Jun 2020

- Written, narrated, and produced a Hindi Storytelling podcast based on 90's theme.

Itihaasnama



Jio Saavn Originals Podcast - May 2021

- Written, narrated, and produced a non-fiction History-themed Hindi podcast.

VOICE OVERS & DUBBING

- Narrated podcasts, hosted radio shows, and events
 - Gave voice-overs to TV commercials, digital films, radio spots, brand films, educational videos, and documentaries.
- Brands I gave voice to:



EDUCATION

Bachelor's degree in Mass Communication

Mumbai University - 2014

EXPERTISE

- Creative Direction
- Brand Campaigns
- Brand strategy
- Film production supervision
- Podcast Ideation & Writing
- Copywriting
- Communication strategy
- Storytelling
- Creative project management
- Team handling and collaboration

TECH SKILLS

- Midjourney
- VEO 3
- Higgsfield
- EleanLabs
- Dreamina
- Google Suite
- Adobe Suite
- Meta

LANGAUGES

English, Hindi, Marathi