

Nidhi Kumar

I'm Nidhi, a Freelance Copywriter based in Dubai. I bring nearly 2 decades of work experience and a passion for building brands. For me, true creativity is problem-solving. Whether it is in the form of brand identity, marketing campaign or social media strategy; I believe good writing and good communication can solve a business problem. My favourite part about my job is brand positioning and helping brands find their tone of voice. I am also keen on building ownable media channels using long-form content. My strengths are my curiosity & tenacity, and the ability to adapt and work with diverse teams.

WORK EXPERIENCE & SKILLS

Freelance Creative Licensed from Dubai Media City | 2019 – Present

As a freelance creative, I specialise in understanding and adapting to diverse brand tones, voices, and requirements with speed and precision. My ability to collaborate effectively with teams of all sizes ensures a seamless integration into any project, delivering innovative and impactful creative solutions.

Key Responsibilities:

- Quickly assess and align with brand guidelines to create on-point creative content.
- Collaborate with cross-functional teams to develop and execute campaigns.
- Provide strategic input on creative direction to meet project objectives.
- Deliver high-quality work within tight deadlines, maintaining attention to detail and brand consistency.

Achievements:

- Successfully contributed to campaigns for renowned brands, including LEGO, Samsung, Aldar Properties, Home Centre, Abu Dhabi Airports, and TAQA.
- Built a reputation for adaptability and reliability, earning repeat collaborations with clients.
- Played a key role in enhancing brand visibility and engagement through creative concepts tailored to diverse audiences.

Senior Copywriter at BPG Bates, Dubai | 2016 – 2019

As a creative professional, my role focused on building brands within the unique Middle East media landscape by leveraging storytelling and creating work that resonates with diverse audiences. I have a proven ability to craft compelling narratives that align with regional sensibilities while maintaining global appeal.

Key Responsibilities

- Develop and implement strategic campaigns tailored to the Middle East's culturally diverse audience.
- Create impactful storytelling approaches to drive audience engagement and build brand equity.
- Collaborate with cross-functional teams to ensure cohesive messaging across all media channels.

- Ensure all creative outputs align with client objectives and cultural nuances and utilise data-driven insights to refine strategies and improve campaign performance.

Achievements:

- Successfully built and strengthened brands, including MG Motors, Al Tayer Motors, Mashreq, Babyshop, Home Box, and Mall 360.
- Delivered creative campaigns that effectively connected with diverse regional audiences, increasing brand recognition achieving broad audience reach.
- Recognised for blending creative storytelling with strategy to deliver high-impact campaigns that achieve measurable business outcomes.

Team Leader Copy at McCann Worldwide, Mumbai | 2014 – 2016

As a Team Leader, I balanced guiding young talent with managing client relationships in a dynamic, high-pressure environment. I honed my problem-solving skills, becoming the go-to person for client solutions, while fostering a collaborative and fun team culture.

Key Responsibilities:

- Lead and mentor a team of young creatives, fostering growth and skill development.
- Serve as the primary client liaison, addressing concerns and delivering creative solutions effectively.
- Manage resources and delegate tasks to maximise team efficiency and leverage individual strengths.
- Ensure timely delivery of high-quality work aligned with client objectives and brand standards.

Achievements:

- Successfully led projects for brands like Maybelline, Marico Haircare, and Piramal Group, strengthening client trust and satisfaction.
- Developed and implemented creative solutions to resolve client challenges, driving positive outcomes.
- Cultivated a team culture that balanced productivity with enjoyment, resulting in improved morale and performance.
- Enhanced project efficiency by aligning tasks with team members' unique skills and talents, optimizing overall output.

Lead Regional Copywriter at Leo Burnett, Mumbai | 2011 – 2014

As the lead Regional Copywriter for the ASEAN region at Leo Burnett, I mastered insightful communication by uncovering universal truths that transcended language and cultural barriers. Through research and strategic ideation, I crafted compelling brand narratives tailored for diverse markets across the ASEAN region.

Key Responsibilities

- Developed brand strategies, creative concepts, and execution plans for Rejoice shampoo across five countries in the ASEAN region.
- Adapted ATL campaigns for each region while creating country-specific digital and activation ideas.

- Collaborated with cross-functional teams to ensure cohesive storytelling and brand consistency across markets.
- Provided creative support for other P&G brands, including Tide, Whisper, Ariel, Wella, and Herbal Essences, on a project basis.

Achievements

- Successfully delivered impactful campaigns for Rejoice shampoo, achieving resonance with diverse ASEAN audiences.
- Demonstrated strong research skills to uncover universal insights, enabling effective communication across language and cultural differences.
- Contributed to the success of multiple P&G brands by delivering creative solutions aligned with their global standards.
- Strengthened brand presence in competitive markets by tailoring strategies to regional preferences while maintaining global alignment.

Senior Copywriter at Publicis Ambience, Mumbai | 2008 – 2010

Copywriter at DDB Mudra, Mumbai | 2006 – 2008

Junior Copywriter at Vyas Gianetti Creative, Mumbai | 2005 – 2006

Trainee Copywriter at Triton Communications, Mumbai | 2004 – 2005

EDUCATION

Post-graduate Diploma in Social Communications Media | Sophia College, Mumbai

Bachelor of Arts, Psychology | Fergusson College, Pune

SERVICES

Strategy and Brand Building

Campaign Development and Ideation

Copywriting and Proof-reading

Social Media and Content Marketing

Portfolio:

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