



"I will tell you a story, your story, in a way,
that you have never heard of."

AYUSH SINGH PALIWAL STORYTELLER

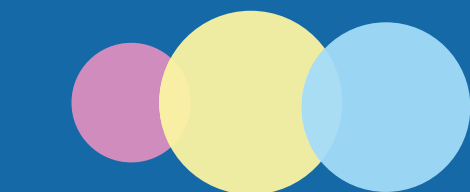
PROFILE

I want to find stories and tell them to the world and that is the reason, I am working in this industry. Stories are the most humane form of literature, the foundation of creativity and are an inclusive part of everything that we do and the content we consume. So, the best way to target a consumer is to tell them a story.

PRO SKILLS

RESEARCH EXPERT
COMMUNICATION DESIGN
SCRIPTWRITING
STRATEGIC PLANNING
IDEATION
PREMIERE PRO
PHOTOSHOP

LANGUAGE



HINDI	95%
ENGLISH	90%
BHOJPURI	70%

INTERESTS

FILMS
TRAVELING
WRITING
POETRY
CRICKET
SOCIALISING
FILMING
WALKING

Mumbai, India

+7219126880

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WORK EXPERIENCE

STRATEGIC PLANNER
JAN 2019 - AUGUST 2021

GEOMETRY ENCOMPASS

At GE, my role encompasses from envisaging an activation platform to writing a heartfelt brand film and from writing multi-lingual copies to delivering brand solutions for brands ranging from FMCG to BFSI.

CONCEPTUALIZER
FEB 2016 - DEC 2018

CANDID MARKETING

At Candid, I learned the ropes of activation and how to give unique brand solutions, each and every time. I started here as a conceptualizer and in 2 years I was curating stories for brands.

CREATIVE WRITER
FEB 2015 - JAN 2016

POSTPICKLE - DAINIK BHASKAR

At Postpickle, I got to learn about the world of click baits. Postpickle was a content-based website company. My job here was to curate content that should interest the youth but I also managed to co-write a few short films featuring actors like Manoj Pahwa and Pankaj Tripathi.

EDUCATION

BACHELORS IN MCAJ
JAN 2010 - MARCH 2013

PRAN'S MEDIA INSTITUTE
PUNJAB TECHNICAL UNIVERSITY

AWARD

DRAGONS OF ASIA AWARD - 2019

RED LABEL - BEGINNING OF TOGETHERNESS
2019 - BEST CAMPAIGNS BY COUNTRY - BLUE
2019 - BEST MARKETING DISCIPLINE CAMPAIGN - GOLD
2019 - BEST BRAND LOYALTY CAMPAIGN - SILVER

KYOORIUS AWARD - 2019

VIM - MIRROR IMAGE
2019 - TRADITIONAL MEDIA - USE OF OUTDOOR - WINNER
VASELINE - JOURNEY OF HEALING
2019 - FILM CRAFT - EDITING - SHORTLIST

PORTFOLIO

<https://www.ayushsinghpaliwal.com/>

REFERENCE

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