



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

## AYUSH SINGH PALIWAL STORYTELLER

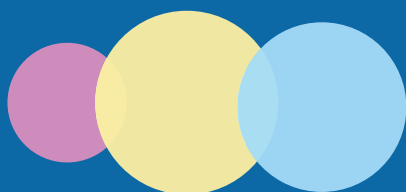
### PROFILE

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

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### WORK EXPERIENCE

STRATEGIC PLANNER  
JAN 2019 - PRESENT

GEOMETRY ENCOMPASS - OGILVY & MATHER  
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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