

# Aashna G

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Experience: **11 years** in the UAE and in India

Sectors: **Automotive | Real Estate | Tourism | SaaS**

## AWARDS

### BMW iJACK

Loeries 2024 | Gold  
Cannes Lions 2024 | Bronze  
Dubai Lynx 2024 | 3 Gold | 3 Bronze

### STAYFREE PROJECT FREE PERIOD

Cannes Lions 2018 | 2019  
Spikes Asia 2018 | 2019 | 2021  
D&Ad Awards 2018 | 2019  
Kyoorius Awards 2018 | 2019

### DUBAI YOUNG LYNX ACADEMY

Winner 2023

## EXPERIENCE

### Serviceplan Middle East - Dubai, UAE

Jun 2021 - Present

#### Associate Creative Director

- Brands: **BMW Group | Dept. Of Culture & Tourism - Abu Dhabi | Bridgestone MEA | Bayut | Dubizzle | Unifonic**
- **Created globally recognized award-winning campaigns for BMW Group and Bridgestone.**
- Led all BMW Group projects across the Middle East & GCC for the regional office and individual importers.
- Collaborated closely with Strategy and Account Management to develop out-of-the-box solutions that meet clients' unique needs.
- Expanded and managed a team of writers and art directors at various levels.
- Trained the creative team to effectively leverage AI tools for achieving various objectives.
- Proactively pitched for new clients across various disciplines and industries, expanding the agency's portfolio.
- Promoted from Senior English Copywriter with consistent recognition.
- Streamlined resource and project planning to optimize agency costs while effectively utilizing client budgets.
- Supported management with initiatives to build an inclusive, empathetic company culture.

### Dentsu Webchutney - Bangalore, India

Jan 2020 - Jul 2021

#### Associate Creative Director

- Brands: **Swiggy | Flipkart | Airtel | Tanishq**
- Directed a team of 12 emerging creatives across various levels in both Art and Copy.
- Handled internet trolls and effectively managed crises on social media.
- Led the pitch process and secured three new clients.

### Ogilvy - Mumbai, India

Dec 2018 - Jan 2020

#### Creative Group Head

- Brands: **Mondelez International | Unilever**
- Managed a team of two copywriters working in two languages.
- Launched Cadbury's confectionery vertical globally.

### Creativeland Asia - Mumbai, India

Jan 2018 - Dec 2018

#### Creative Partner - Copy

- Brands: **Godrej Industries Group | Reliance Group | Rupa Group**

### DDB Mudra Group - Mumbai, India

Jan 2015 - Jan 2018

#### Copywriter

- Brands: **Johnson & Johnson | Volkswagen | McDonald's | Unilever**
- **Conceptualized and executed Project Free Period** for Stayfree India which earned multiple awards over the years.

### Triton Communications - Mumbai, India

Apr 2013 - Jan 2015

#### Copywriter

- Brands: **Bloomberg TV | Yes Bank | Allied Blenders & Distilleries | Kingfisher Beverages**

### S. Hussain Zaidi - Mumbai, India

Jan 2011 - Mar 2012

#### Book Research Assistant

- Books: **Dongri to Dubai | Byculla to Bangkok**
- Interviewed key figures in law enforcement and underworld across India.