

DEBDATTA BAJPAI

Senior Creative Director

Portfolio: <https://www.debdattabajpai.com/>
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ABOUT ME

I am driven by an insatiable passion to transform the world with innovative problem-solving. For me, marketing and advertising are powerful tools of change. Using these I craft compelling narratives that inspire, educate, and empower people. With creativity, strategic thinking, and a dash of entrepreneurial spirit, I am committed to making a meaningful impact in business. I aim to leave a lasting legacy that resonates with people and shapes the future, by merging art, science, and social conscience.

AWARDS

Effies Gold
Copies for Print and Outdoor
Undumb India Campaign
The Hindu

Mommies Silver
Social Campaign
#LetsGetIndiaTicking
Titan Watches

EDUCATION

2011
MS in Communication
Christ University

2008
BA in English, Psychology and
Journalism
Bangalore University

EXPERIENCE

2023 - FCB Kinnect - Senior Creative Director

2024 Key accounts: Intel, Zoya Jewels, TVS Raider

2022 - Lowe Lintas - Creative Director

2023 Key accounts: Britannia 5050, TVS Sports

2019 - 22 Feet Tribal Worldwide, DDB - Group Creative Partner

2022 Key Accounts: Tanishq, Titan Watches, Zoya Jewels, Xiaomi TV, Signature Whiskey, TVS Jupiter, Exxon Mobil, Titan Corporate

2015 - McCann World Group - Associate Creative Director

2018 Key Accounts: Britannia Good Day, Britannia Bourbon, Aashirvaad Atta, Aashirvaad Spices

2011 - Ogilvy - Intern and Copywriter

2015 Key accounts: Fortune Cooking Oil, Yippee Noodles, Haywards Beer, Bingo Potato Chips, Titan Raga

SKILLS

Copy	<div style="width: 100%;"></div>	Client Relations	<div style="width: 100%;"></div>
Digital Ideas	<div style="width: 75%;"></div>	Problem-Solving	<div style="width: 100%;"></div>
Films	<div style="width: 75%;"></div>	Team Management	<div style="width: 100%;"></div>