

DEBDATTA BAJPAI

Brand Head and Founding Member

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

Email: bajpai.debdatta@gmail.com | Phone: +91-9035324270

ABOUT ME

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

AWARDS

Effies Gold
Print and Outdoor
Undumb India Campaign
The Hindu



Sammie Gold
Social Media
Tanishq Wali Diwali
Tanishq



Gold
India TV Presents
Great Lifestyle Brands
Social Media
Tanishq Wali Diwali
Tanishq



Mommies Silver
Social Campaign
#LetsGetIndiaTicking
Titan Watches



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: 100%;"></div>	Team Management	<div style="width: 100%;"></div>

EDUCATION

2011	MS in Communication with specialization in Marketing and Advertising Christ University, India	2008	BA with triple majors in English, Psychology and Journalism Bangalore University, India
------	--	------	--

EXPERIENCE

Apr 2024 - Present	Miphoria - Brand Head and Founding Member Leading marketing, advertising and branding decisions
2023 - 2024	FCB Kinnect - Senior Creative Director Key accounts: Intel, Zoya Jewels, TVS Raider
2022 - 2023	Lowe Lintas - Creative Director Key accounts: Britannia 5050, TVS Sports
2019 - 2022	22 Feet Tribal Worldwide, DDB - Group Creative Partner Key Accounts: Tanishq, Titan Watches, Zoya Jewels, Xiaomi TV, Signature Whiskey, TVS Jupiter, Exxon Mobil, Titan Corporate
2015 - 2018	McCann World Group - Associate Creative Director Key Accounts: Britannia Good Day, Britannia Bourbon, Aashirvaad Atta, Aashirvaad Spices
2011 - 2015	Ogilvy - Intern and Copywriter Key accounts: Fortune Cooking Oil, Yippee Noodles, Haywards Beer, Bingo Potato Chips, Titan Raga