

DEBDATTA BAJPAI

Group Creative Director

15 years of crafting iconic Indian advertising campaigns

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 for change. Using these, 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



Mommies Silver
Social Campaign
#LetsGetIndiaTicking
Titan Watches



Sammie Gold
Social Media
Tanishq Wali Diwali
Tanishq



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



SKILLS

Copy

Digital Ideas

Films

EDUCATION

2011
MS in Communication with
specialization in Advertising
and Film-Making
Christ University, India

2008
BA with triple majors in
English, Psychology and
Journalism
Bangalore University, India

EXPERIENCE

- 2025- Now .Monks - Group Creative Director**
Leading Bangalore's Creative decisions.
- 2024- 2025 Founder and Brand Head, Miphoria**
Founding and leading marketing, advertising and branding decisions for Miphoria, an affordable luxury brand.
- 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

Client Relations

Problem Solving

Team Management