

# Mayank Bhayana

I am a creative/writer. Like to make brands memorable. And profitable.

## Work Highlights

### FREELANCE CREATIVE '21-PRESENT

MULTIPLE CLIENTS/AGENCIES

- I work with brands, startups & ecom businesses across the globe helping them grow with conversion-driven ideas and copy

### LEAD COPY '20

SWIGGY, BANGALORE

- Crafted all strategic & creative output of Swiggy's private brand portfolio. Also helped push creative excellence for marketplace activities

### CREATIVE '18-'19

MULTIPLE AGENCIES, LONDON

- Worked and pitched ideas on live briefs with the best agencies in London on short weekly placements

### CREATIVE '18

MCCANN, BANGALORE

- Go-to creative on TVS Bikes & ITC Foods. Led and won the pitch for Xiaomi account

### CREATIVE '15-'17

MULLEN LINTAS, BANGALORE

- Highly effective work for Tata Tea, Cleartrip, Himalaya Skincare, Mahindra Electric & Cytecure Hospitals

### CREATIVE '14

WUNDERMAN THOMPSON,  
NEW YORK CITY

- Picked along with 23 young creatives to work on a global brief for PUMA. Pitched ideas to launch new home kits for Arsenal Football Club

### CREATIVE '13-'14

MRM//MCCANN, BANGALORE

- Developed & executed, social/content strategies for Intel South Asia and GE Healthcare

### CREATIVE '11-'13

WOLF COMM, BANGALORE

- Worked on ITC Luxury collection and ITC Welcome Zest. Part of the team that launched ITC Grand Chola, Chennai

## Education

### WATFORD COURSE, LONDON

POST GRADUATE DIPLOMA IN STRATEGY, COPYWRITING & ART DIRECTION

### CHRIST UNIVERSITY, BANGALORE

BA HONOURS IN ENGLISH STUDIES

## Recognition

### BRONZE

YOUNG GLORY, FEB '21

### FINALIST

PORTFOLIO NIGHT ALL-STARS ONE CLUB, NEW YORK

### WINNER

PORTFOLIO NIGHT 12  
MULLEN LOWE, MUMBAI