



Girish Rasam

Writer

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TAP FOR PORTFOLIO

Loves to do:

- Strategic copy
- SM Design

Likes to do:

- Project Management
- Script

Studied:

B.A. Philosophy, 2018
R. Ruia Autonomous College, Mumbai

From:

Goregaon (East), Mumbai
D.O.B.: 4th April 1997

Also, this happened:

Winner, TATA LitLive2015 +
Kaleidoscope: Ads You Like It

Runner-up, TATA LitLive2016 +
Kaleidoscope: Twist Your Tales

Sources of joy

Stand-up
Jogging

Work Experience

Freelance

Writer | Sept 2020 - Present

Copywriter at NCPA (contract)

Social Media Editor for Ten31 Media LLC (contract)

E-mail writer for Air India (via Albatrot Digital)

Content Producer for YouTube Fanfest IN '23 (via BookMyShow)

Copywriter for HDFC Mutual Funds (via Assymetrique)

Copywriter at Amazon Pay (contract via WinnerBrands)

Push Notifications Copywriter for KFC India (contract via StoryCentre),

Copy/Blog writer for Nucleus Vision, Federal Money [contract via 88gravity]

Scriptwriter for Flipkart (Ghostwriter)

Blog writer for Global Indian International School (contract via IG Centre)

Content writer for Trabelsi Loeb Legal Consultants

Copy/Content consultant for Digital Brolly [Australia]

Copywriter for SkipdQ [Australia]

Albatrot Digital

Senior Copywriter | Jan 2020 - Aug 2020

- Key clients: Social, Smoke House Deli, Foxtrot, Mamagoto, *Society Tea and ARMR*
- Supervised and edited content
- Established brand guidelines for existing clients
- Worked on pitches from conceptualization to execution to win 4 brand mandates
The Big Forkers (Food Exploration Show) - Saiyarti (Online Motor Insurance) -
Foxtrot & Mamagoto, based on learnings gained from working on Social & Smoke House Deli

Flarepath Digital / Asymmetrique

Assistant Producer - Creative Content | Dec 2018 - Dec 2019

- Clients: *Firstpost [Digital News], SREI [Infrastructure Finance], STOK [Beer Brand]*
- Employed a strategic approach to increase engagement for Firstpost
- Developed online personas for SREI Infrastructure Finance's founders
- Created branding elements for STOK's official launch in Indore [including digital and on-ground signages across the airport along with outdoor hoardings]

Chalta Hai Comedy

Assistant Manager | July 2017 - Oct 2018

- Produced gigs with audiences ranging from 600-1000 people across auditoriums, corporate shows and college festivals
- Liaised with artists and event managers to deliver customized line-ups as per client requirements

Comedian Rhapsody

Stand-up Producer [Founder] | Sept 2016 - June 2017

- Produced shows across Mumbai in clubs and performance spaces for 50-100 audience members, with comedians such as Kunal Kamra, Aditi Mittal, Sorabh Pant, Aakash Mehta, etc.
- Handled event listings on ticketing platforms and created event creatives

Gigit

Writer, Lead Manager, SM Manager | Sept 2015 - May 2016

- Wrote front-end content comprising of event reviews
- Connected with colleges and venues/music festivals for brand promotions
- Strategized and executed plans to increase organic follower count