

MAR- 2026

Creative Profile



Presentation

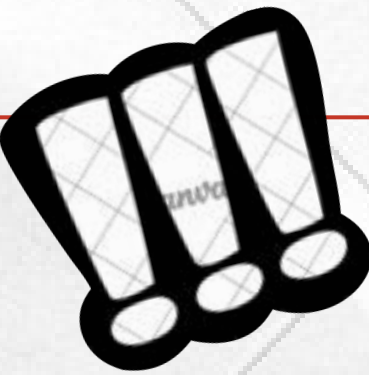
Presentation by

Shweta Syal

CREATIVE PROFILE - PRESENTATION

- Introduction
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Introduction

From one word that can define your brand to one line that can explain your purpose, to one wholesome and evocative story that can create and build your image, to one idea that can strengthen your positioning- Shweta loves to custom-craft it all, for your specific audience scattered across all media.

From complete IMC conceptualization to strategic communication in various formats, from punchlines to poetry, heartwarming scripts, power-packed dialogs, impactful stories, and storyboards to evocative lyrics and jingles, she allows her ideas, imaginations, and creativity to emerge afresh and evolve with every change - to offer sustainable solutions for your brand or service.



* About Me



Hello, I'm
Shweta Syal

Call it complete creative gigs or strategic marketing or corporate communication and content- she is adept at striking the right chords and aptly weaving together all the loose threads with her diverse strengths. From integrated advertising (B2B & B2C to Entertainment & D2C), from events to OOH Or Digital Campaigns, she has her foothold in crafting bespoke concepts, strategies & communication.

No copy paste! She is that one OG thinker & copywriter with 360 degree perspective and ideation! (Don't believe it? Meet her to see yourself)

She strives to challenge and cut down all mundanity and cliché. Along with her acumen and ingenuity, she also believes in creating a culture of hope, trust, positivity, and humor. Time to know her more?



Education

✱ MICA

Advance Certificate in Digital Marketing -
Social Media + Content Marketing + PR
from MICA & UpGrad

Other Certifications:

✱ Google
Meta
GenAI

✱ SACAC

PGD in Advertising & PR

✱ B.Com

Delhi University



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Senior Writer and Joint Bookrunner

Experience Across

Exclusive English & Hindi Original Content - From Plot or Theme - Scripts - Storyboard and Screenplay Writing for Short Videos (AV Media- Promos, Teasers, Corporate Films, TVC, DVC, Digital Reels, Brand Films, Ad Films, OTT Web-Series & Campaigns, Music Videos, Explainer Videos, Corporate Anthems, Radio Scripts, Short Films, Jingles, Lyrics, Poetry etc.), to ATL & BTL Copy & Content for Print, AV, Radio, OOH Campaigns, Brand Identity Collaterals, Web Content, Digital Campaigns & Content, Social Media Content Strategy & Communication, Event Scripts, Comic Viral Scripts, Animation, Memes, Doodle and Cartoon Scripts, Content for Books, Articles, Blogs, Websites etc. and much more

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Senior Writer and Joint Bookrunner

Skills & Expertise

- Bilingual (Hindi & English)
- Additional Languages - Urdu & Punjabi
- Integrated 360 Campaign Strategy, Ideation & Conceptualization
- Events + Integrated Advertising + MarCom
- Events (Corporate + OTT + Entertainment)
- Content Marketing
- Cross-functional Team Management
- Creative Writing
- Copywriting
- Content Writing
- Script Writing
- Campaign Management
- B2B + B2C+ D2C
- Storytelling - Storyboarding
- Digital Marketing / Social Media Marketing / Performance Marketing
- WordPress Website Building
- Landing Page
- Stock Videos
- SEO + SEM
- Meta Ads, EDMs, Google Ads, LinkedIn, Twitter, YouTube, Search Ads
- MS Office (Word, Excel, Ppt), Google Suite (Word, Slides, Sheets)
- Personal Branding
- AI Tools - Canva, ChatGpt, Invideo, Flexclip & more

Creative Writing

* Music & Lyrics

(Hindi, English, Urdu, Punjabi) - Songs, Jingles, Rap Songs, Corporate Anthem (Team Leadership, Annual Meet, Dealer Motivation etc), Brand Anthem, Theme Songs

* Dil ki Siyahi Se

Poetry, Shayari, Farzi Mushayara, Qawalli (Corporate humor & Other Personal Events & TGs)

Quotes/ Slogans

* Books & Magazines

Life Skills Articles, Teens & Kids Stories & Value Education Curriculum

* Mann Mast Malang Fun & Humor

- Memes,
- Moment Marketing,
- Comic Scripts,
- Corporate Humor
- Song Parodies for Events & Relevant TGs

Advertising Copywriting

* Print

ATL Print Ads
(Headline, Body Copy)
+ BTL (Brochure,
Catalog, Coffee Table
Books, Packaging etc.)

* Brand Identity & Communication

Brand Identity Assets -
Brand Name, Tagline,
Brand book, Brand Films /
Brand AVs - Concept Notes
/ Concept Narratives -
Stories + Mood-boarding

* AV Scripts

Promos, Brand Films
/ Brand AVs - DVC,
TVC (Scripts &
Storyboard,
Screenplay)

* OOH

OOH
Concepts +
Activation
Ideas +
Headlines

* Radio

Radio (Promos
+ Scripts, + RJ
Mentions)

Content Writing

* Digital

Social Media - Organic & Paid (Meta Ads, E-mailers, Google Ads, LinkedIn, Twitter, YouTube), UX / UI App Content

* Branding

Pitch Decks, Brand Book, Personal Branding, Pitch Proposal Decks

* Corporate Communication

Complete IMC - Corporate Communication (Internal + External), B2B + B2C - (Websites, Landing Page, Blogs, Newsletter, Corporate Videos - B2B, etc.)

* Questionnaires

Celebrity Interviews, Podcasts, Brand Questionnaires, Research Insight Forms, Quiz Content, Consumer Feedback Forms, Contests

Script Writing

* Audio Visual (B2B+B2C)

Corporate Films, Podcasts, Animation Stories / VO Scripts, Promos, Explainer Videos, Brand Showreels, Teaser Videos, Theme AV Scripts - (Birthday, Anniversary, Wedding etc), Brand AVs, Corporate AVs, Reels etc.

* Brand Films

Concept Story / Narrative + DVCs & TVCs + Social Media Reels (Script + Screenplay etc.)

* Events

Theme Name + Concept Story + Event Communication (Teasers - Video + Showreels, Invite AV Scripts, Emcee Scripts, Launch AVs, R&R, Post Event etc.)

* Short films

Concept Briefs & Storyline + Short Biographies + Documentaries

Experiential Marketing - Events (B2B + B2C + OTT + Entertainment)

* Strategy + Concept

Event Concept Strategy , Theme Name + Logo Referencing + KV Design + Entrance & Stage Design + Strategy + Moodboarding + Timeline + Contests + Games - (Indoor / Outdoor) + Photo Opps + Interactive Zone + PFA + Gorilla Marketing + Activations + OOH + Engagement Activities + and more.

* Pre-Event Communication Strategy

Hype Comm'n + Teasers (Static Whatsapp + Video + EDMs) + CGI + OOH + Gorilla + Invite Video + EDMs + Physical Experiential Invites + Contests + Pre-Launch Teasers & Activities

* Event Content

Event Branding + Promo & Teasers + Emcee Scripts + Brand / Product Intro AV + Product Launch Activity Ideas & Concepts + Celebrity Intro AVs + R&R AVs
Customized Thematic Lyrics for Entertainment Events / Individuals, TGs, Brand Anthems / Teams
Song Parodies for Events & Relevant TGs

* Post Event

Reports + Showreel

Social Media

*** Marketing Strategy**

Planning Integrated Marketing Strategy, STP, GTM, Organic & Paid, Influencer Marketing

*** Communication Strategy**

Compelling Campaign Concept Planning, Organic SM Monthly Content Strategy & Calendar, Execution & Packaging, Running Static Copy, AV Scripts, UGC Strategy ,Testimonials, Teasers, Carousel, etc.

*** Content Strategy**

Goal Mapping to Funnel, Competitor Analysis, Trends, Content Promotion, Themes, Ideas, Channels & Platforms (Facebook, Instagram, Google Ads, LinkedIn, Twitter, YouTube etc.), Calendars, Reels, Stories, Hashtags, Platform Innovations etc.

*** Performance Evaluation**

Marketing Funnel, Content Audit - Campaign Testing, KPIs, Metrics, Measurement & Evaluation, ROI, Budgeting

BRANDS WORKED ON (EVENTS)

Yes Bank, HDFC Bank, ICICI Pru, DBS, EY, Metrocash, Aditya Birla - UltraTech & More, Shree Cement, HUL - Magnum, Kwality Walls, Lipton, Google, Dell, Red Hat, Hitachi Vantara, Intel, VMware, Accenture, F5, Teqfocus, PMI, EITPL, Adobe, Audi, Mercedes, Renault RNTBCI, Danfoss, DICV, Mahindra, Hero, Siemens GBS, GFF Summit, Toto, Caudalie, Ikea, Crompton, Jio, Tataplay, Colgate, Castrol, Blue Star, HPCL, BP, Levis, IHCL, TVS, IKEA, OTT, Lakme, Nyka, Fashion & Lifestyle, Sun Pharma and more

Celeb Intros - Harmanpreet Kaur, Nitish Rana, Mrunal Thakur, Saina Nehval, Imtiaz Ali and more

Integrated Campaigns - Uber, OTT - Amazon & Netflix

Naya Josh, Nayi Umang

Hum jeetenge milkar sang sang X 2

Haath sey haath milana hai

Chattanon ko cheer girana hai

Humne toh ab thana hai

Waqt sey na kabhi ghabrana hai.....

Josh Hai.... Junoon Hai....

Ragon mein daud raha sailaab sa apna khoon hai

Chalo India aage hi aage badhte hain

Naya kuch toh karte hain / Nayi shikhar per chadhte hain.....

Koi roke, toh faulaad hain hum....

Pani beech bhi aag hain hum....

Success sey apni yaari hai

Apni toh haar mein bhi... Agli jeet ki taiyyari hai...

Junoon humara sabse oopar

Ab naye josh ki baari hai X 2....



Sample Projects- Anthem

Anthem – 2 Hum Savottam - Let's Charge Ahead!

Hum Sarvottam - let's charge ahead x 2

Hum Sarvottam, hum sabse aage...

Bijli ki raftaar hain hum...

Har mushkil chattan ko kaat girayen,

Talwar ki teiz dhaar hain hum....

Hum Sarvottam, hum sabse aage - let's charge ahead... x 2

Jab honsley hon buland seeney mein..

Aaye maza tab challenges ko jeene mein...

Toofano sey beifikr takrayenge...

Hum desh ko jeet ki raah dikhayenge...

Hum Sarvottam, hum sabse aage - let's charge ahead.... x 2

Ab aasmaan ko chooney ki thani hai

Kuch zidd hai aaj yeh seeney mei... kuch dil mein yeh manmani hai...

Waqt aisa hum khud hi layenge ...

Har haar ko bhi jeet mein badalte jayenge....

Indiaaaa..... hum har jeet ka jashn manayenge....

Hum Sarvottam, hum sabse aage - let's charge ahead x 2



Sample Projects- Anthems

BRANDS WORKED ON (Digital Marketing/Social Media)

Instagram & FB- TopUp Nutrition, Nuvox, Mobiplus Joint Health Supplement, SoezeeXtraday Health Supplement, Uttam Sugar, Men's Shaving & Grooming, Unixperts, Baxsa, Designer Men's Fashion wear - Classique (short stint), Fairmont Hotel and Khyber Himalayan Resort in Kashmir, Bull Realty, Bliss Emporio, KLJ Real Estate, CMPL Expo, Solar World, Get Meds etc and many more
Leh Berry and few more

Pitches (Insta) - Incredible India, Avighna, UCB, Swiggy, Zomato, Biba, Sujata Mixer Blender, Makhana Snack Brand, Golden I Real Estate, and many more

LinkedIn- AEG Consultants (Asia ECommerce Group), Hitachi Vantara, Baxsa, Lilac Prints and more

Moment Marketing- Durex, Indio, PregaNes, Ikea, Maggi, Nike, Cadbury, Grammarly, Kitkat, Blinkit, Netflix, Hotstar, HDFC, Country Delight, and many more

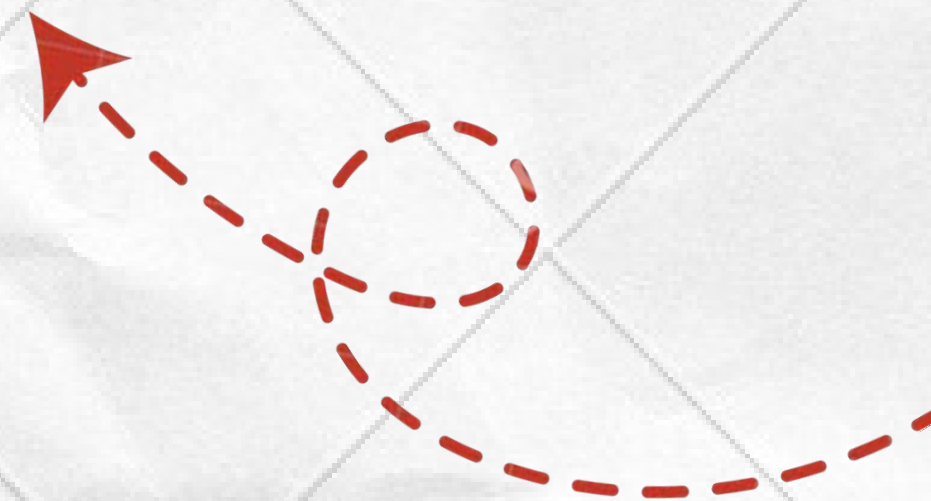
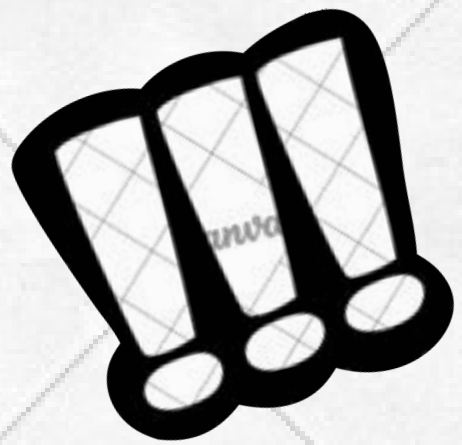
BRANDS WORKED ON (Advertising)

Mainline - Maxima Watches, TUI, Dhara Oil, Catch, Hamdard - (Roohafza, Safi, Pachnol, Joshina and few more), Metro Tyres, VLCC, LehBerry and more

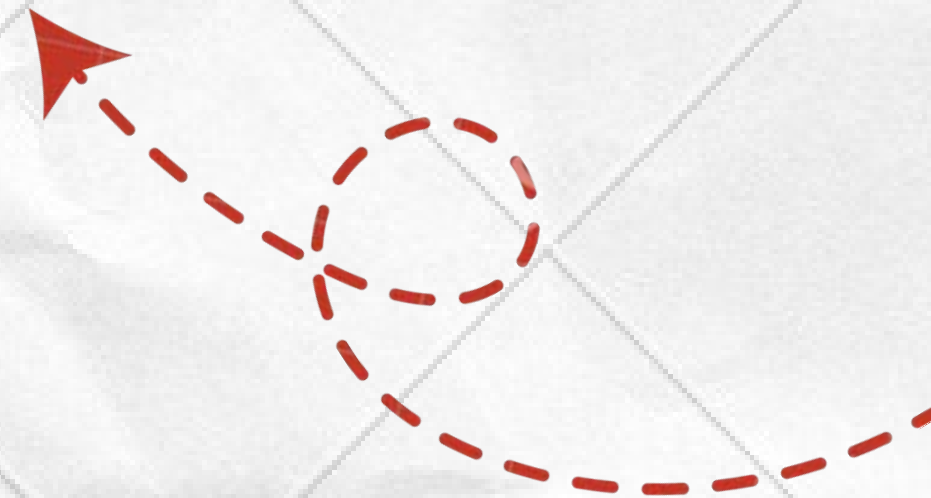
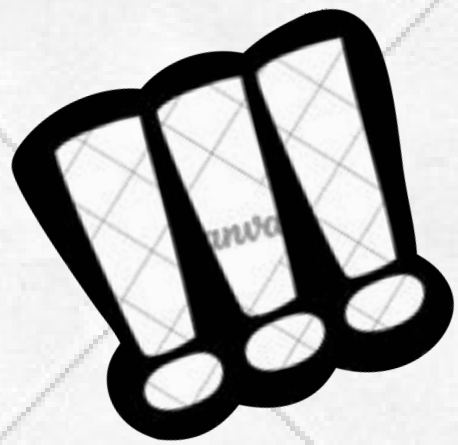
Pitches - Incredible India, Organic Harvest, SkyWaltz, Clay International Sim, Sargam Detergent, Univo, and many more

VAS / Website / Digital / Publishing / B2B AVs - CPM India, Getmeds, BCI, Bliss Emporio, Bull Realty, Bull Weddings, Solar World, SAEL, CREDAI, Airtel, Vodafone, Idea, ETA Shipping, Nuvox, Top Up Nutrition, Mobiplus, SII LA, EarKart, S.Chand, RIO Learning Edutech, Mobil, Noida One Business Park, KLJ Group, Pflege Home Healthcare, Zee Spell Bee, Khyber Resort Gulmarg, Fairmont Hotels & Resorts, EITPL, Perfetti, Ignitech, and more

**The creative mind sees beyond
the ordinary, transforms the
mundane into the extraordinary,
and brings color to a world of
infinite potential.**



**ALL SAMPLE WORKS CAN BE
SHARED IN PERSON, ONCE
SHORTLISTED.
SOME ARE SUBJECT TO NDA.**



Contact Me

I bring a fresh perspective, an unbreakable creative spirit, and an ability to craft stories that connect, inspire, impact, and drive brands forward. I thrive to bring ideas to life. Looking for a creative role where I can contribute my storytelling magic and brand expertise.

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Where ideas are born and words are crafted!

MAR- 2026

Thank You So Much!

← Creative Portfolio

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