



Mumbai - 97



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## Professional Qualification

One Year PG Certificate Course in TV (Specialization in Video Editing), **Film and Television Institute of India**, Pune.

One Year PG Diploma in Journalism & Mass Communication, IGNOU, New Delhi.

**Fundamentals of Digital Marketing**, online course created and certified by **Google** and accredited by Interactive Advertising Bureau Europe and The Open University.

## Awards

2 Cannes Gold Lions, 4 Silver Lions, 3 Bronze Lions and 9 Shortlists to date.

SOS Children's Villages of India's **Chatpat Campaign** - 9 Cannes Lions, D&AD - 2 Graphite and 2 Wood Pencils, One Show - Bronze Pencil, Clio - Grand, 2 Silver, 1 Bronze, Abby's - 4 Gold, 4 Silver, 2 Bronze, Kyoorous - 8 Blue Elephants, Spikes Asia - 2 Gold, 1 Silver, 1 Bronze.

**Bisleri Camels** Film Campaign - Effies India Black Effie, APAC Bronze Effie, Kyoorous Big and Baby Elephants, Star Re-imagine Award, Foxglove Silver and Bronze and 3 Shortlists at Cannes.

**BJP National Election 2014** Campaign - Effies India Black Effie and 6 Shortlists at Cannes.

**Nicotex #ICanYouCan Campaign and Friends** TVC - Effies India one Bronze Effie for each.

## Other Achievements

Ranked 6th in India as per Campaign Brief Asia Creative Rankings 2024 and 153rd in the world by The Drum World Creative Rankings 2024.

Appreciation Letter by the legend of advertising - Piyush Pandey - as a team member that handled the mammoth BJP General Election 2014 campaign.

My feature film script 'Babuji Laut Aaye' shortlisted at Cinestaan Script Contest in 2019.

Assisted in editing a feature film 'Handover' which won Special Jury Mention at Jaipur International Film Festival 2012.

# Pawan Pandey

## Professional Summary

Integrated communications professional driving brand transformation through digital-first, culturally relevant thinking.

## Experience

Sept 2021- Till Date  
FCB/McCann

### Associate Creative Director - Copy

Worked as Creative Group Head (Copy) till March 2024.

**Brands:** Hero Motocorp, Swaraj Tractors, Hero Global, Mahindra LMM, Bolero MaXX Pickup, Max Life Insurance, Philips, Lakme, Navneet Education, Shree Cement, Savsol, SOS Children's Villages of India, and others.

Feb 2014 - Sept 2021

### Creative Controller

Ogilvy Group

Worked initially as a Copy Supervisor and then as a Creative Supervisor and Creative Controller at Ogilvy Group's Soho Square (later renamed as 82.5 Communications) and main division of Ogilvy.

**Brands:** Bisleri, ACC Cement, IDBI Bank, Franklin Templeton, Cipla's Nicotex, Kellogg's, Vasmol, Bajaj Home Appliances, Ananda, YES Bank, BJP National Election 2014 & 2019, Indian Super League, Piaggio Ape, Lux Cozi and Lux Venus, CERA, ITC Superia Soap and others.

Dec 2012 - Jan 2014

### Copywriter

Dentsu-Aegis Network

Worked in around 10 TVCs and 50+ corporate AVs and assisted Adi Pocha - a seasoned ad filmmaker and the director of India's first daily soap - Shanti.

Apr 2010 - Nov 2012

**Brands:** Airtel Money, Business Standard, Indian Navy, FirstRand Bank, Kenstar and others.

Squirkle Productions

### Assistant Director/Editor/Writer

Feb 2009 - Apr 2010

### Assistant Director/Editor/Writer

Freelancing

Freelance Associate in Script Writing, Direction, and Editing with Nina SUGATI SR, the first Indian FIPRESCI award-winning Film Director (known for her unique genre in world cinema known as Imageography).

Feb 2007 - Nov 2007

### Creative/Content Writer

IndiaMART

Wrote creative content for travel and tourism websites at the world's leading virtual B2B marketplace before I got selected at FTII Pune.