

Prashant Jaisinghani, Copywriter 415.637.6354 prashantmj@yahoo.com www.sillypen.com

EXPERIENCE

CBS Interactive, San Francisco 2011-Present
Writer

Clients: CBS, CNET, CBS Sports, GameSpot, Game Market

Traction, San Francisco 2010-2011
Copywriter/Contract

Clients: Salesforce, Shutterfly, Apple, Intuit and TurboTax

Freelance, San Francisco 2008-2010
Copywriter/Contract

Clients: Publicis Modem and Dialog, Traction, Real Branding, PJA, Gap, MyPoints, Picaboo, EMC Creative and Trend Micro

Y&R, San Francisco 2004-2008
Copywriter

Clients: NCAA, Chevron, Cadbury Schweppes (including Diet Dr Pepper, Canada Dry Ginger Ale and 7UP), Heavenly Mountain Resort

Butler, Shine, Stern & Partners, Sausalito 2003
Copywriting Intern

Clients: Noah's Bagels, Cricket Communications Inc., BMW

Mad Dogs & Englishmen, San Francisco 2003-2004
Copywriting Intern/Contract

Clients: Jamba Juice Company, Game Show Network LLC, International Museum of Women

Academy of Art University, San Francisco 2007
Instructor

Vyas Giannetti Creative, Mumbai, India 2000
Art Director

Clients: Birla Group of Industries, The Times of India Group, Taj Group of Hotels

EDUCATION

Academy of Art University, San Francisco 2004
MFA Advertising

Sir J.J Institute of Applied Art, Mumbai, India 2000
BFA Applied Art

AWARDS

- CMYK Magazine 2003: Volume 21
- Fellowship 2000, Sir J.J Institute of Applied Art, Mumbai, India
- Spring Show 2003, Academy of Art College, San Francisco, CA

SKILLS AND INTERESTS

- Concept Development, Writing, Art Direction
- Computer Skills: MS Office, Adobe Photoshop, Adobe InDesign
- Knitting ghastly baby blankets
- Making a killer Curry Chicken