

me.

There was a man from Mumbai,
Who could write, but only after chai.
And he loves to use humor,
To reach your consumer.
You just do or don't, there is no try.

adventures.

Adyen | San Francisco, CA | 2018 - Present
Content Writer (Financial Tech)

CBS Interactive | San Francisco, CA | 2011 - 2018
Senior Writer

CLIENTS: CBS, CNET, CBS Sports, GameSpot and Game Market

Traction | San Francisco | 2010 - 2011

Copywriter (Contract)

CLIENTS: Salesforce, Alibaba.com, Shutterfly, Apple, Intuit and TurboTax

Freelance | San Francisco, CA | 2008 - 2010

Copywriter

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

Academy of Art University | San Francisco, CA | 2007

Instructor

Y&R | San Francisco, CA | 2004 - 2008

Copywriter

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

Butler, Shine, Stern & Partners | Sausalito, CA | 2003

Copywriting Intern

CLIENTS: Noah's Bagels, Cricket Communications Inc. and BMW

Mad Dogs & Englishmen | San Francisco, CA | 2003 - 2004

Copywriting Intern

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

Vyas Giannetti Creative | Mumbai, India | 2000

Art Director

CLIENTS: Birla Group of Industries, The Times of India Group and Taj Group of Hotels

prep.

Academy of Art University | San Francisco, CA | 2004

MFA Advertising

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

BFA Applied Art

love.

Chai, crafting, dodgeball, trash talkin', rainbows, T-Swift and babies.