

SALONI MARATHE

COPYWRITER

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 [Chicago](#)

EXPERIENCE

Copywriter, Arc Worldwide

JULY 2022 — PRESENT

Primary Brands: *Molson-Coors, Colgate-Palmolive*

Other Brands: *Kimberly Clark, Kraft-Heinz, Purina, Unilever*

- Developed end-to-end, award-winning, integrated shopper marketing campaigns across social media, AR, digital, print, radio and video.
- Developed influencer campaigns including content ideas and scripts.
- Owned storyboarding and scriptwriting from concept through production, partnering on casting, reviewing directors and helping with creative direction for product video shoots.
- Led the development and launch of brand pages across Walmart, Instacart, Kroger.
- Led multiple client presentations and sat in on client briefs, building trust and partnership.
- Drove growth on Colgate-Palmolive by streamlining processes, boosting efficiencies and pitching fresh ideas to win more business.
- Mentored junior talent and managed a CW intern, providing guidance and feedback.
- Organized events, drove engagement and developed cross-agency communications as a board member of AZNCY, a Publicis Groupe DE&I employee resource group.

Jr. Copywriter, Arc Worldwide

APRIL 2021 — JULY 2022

Primary Brands: *Gerber, Nestlé Health Science, Dairy Farmers of America*

Other Brands: *Diageo, Pernod Ricard, Georgia Pacific, Hormel, Zespri*

AWARDS, JURIES, PUBLICATIONS

2 Silver Chicago ADDY Awards, Irish Spring, 2026

Bronze REGGIE, Irish Spring, 2026

P2PI OmniShopper Award, Irish Spring, 2025

P2PI OmniShopper Award, Colgate-Palmolive, 2024

Published in LBBOnline, *Reframing the AI-Induced Imposter Syndrome*

Associate Judge, 30th Annual Webby Awards

Le Book Connections Atlanta Judge, 2025

EDUCATION

Boston University, College of Communication

Master of Science in Advertising

Boston, MA | 2019 — 2021