

SALONI MARATHE

COPYWRITER

 Contact for password

 workwithsaloni@gmail.com

 Chicago

THE GOODS

Copywriter, Arc Worldwide

JULY 2022 — PRESENT

Colgate-Palmolive, Kimberly Clark, Kraft-Heinz, Molson-Coors, Unilever, Purina

- Developed integrated shopper marketing campaigns, from concept to launch.
- Led client presentations.
- Wrote copy across brand pages, social, AR, influencer, digital, print, radio, and video.
- Developed influencer campaigns including content ideas, and scripts.
- Drove growth by streamlining processes, boosting efficiencies, and pitching fresh ideas to win new business.
- Mentored junior talent and managed a CW intern, providing guidance and feedback.

Jr. Copywriter, Arc Worldwide

APRIL 2021 — JULY 2022

Gerber, Nestlé Health Science, Dairy Farmers of America, Diageo, Pernod Ricard, Georgia Pacific, Hormel, Zespri,

- Gained a deep understanding of the shopper journey.
- Built retailer expertise across Walmart, Target, Amazon, Instacart, Kroger, Sam's Club, and more.

WINS & EXTRA CREDIT

P2PI Shopper Award (Single Retailer Activation)

AZNCY Board Member (A Publicis Groupe ERG)

Former Mentor—We Are Next

REASONS FOR DEBT

Boston University, College of Communication

Master of Science in Advertising

Boston, MA | 2019 — 2021

ADYPU, School of Film & Media

BBA in Media & Communication

Pune, India | 2015 — 2018

SUPERPOWERS

Cutting Copy By 50%

Script Writing

Social Media

Activation & Brainstorming

Shopper Marketing

Retail Media

UX Copy

Open AI Image & Text

Premier Pro

Photoshop

Mentorship

Brand Strategy/Research