

SALONI MARATHE

COPYWRITER

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 [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 OmniShopper Award (Single Retailer Activation)

P2PI OmniShopper Award (Digital: Mobile Activation)

AZNCY Board Member (Publicis Groupe ERG)

Former Mentor—We Are Next 2021

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%

Shopper Marketing

Premier Pro

Script Writing

Retail Media

Photoshop

Social Media

UX Copy

Mentorship

Activation & Brainstorming

Open AI Image & Text

Brand Strategy/Research