

# SALONI MARATHE

COPYWRITER

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📍 Chicago

## EXPERIENCE

### Copywriter, Arc Worldwide

JULY 2022 – PRESENT

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

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

- Developed end-to-end, award-winning, integrated shopper marketing campaigns across social, AR, digital, print, radio and video.
- 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.
- Developed influencer campaigns including content ideas and scripts.
- Drove growth 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

- Gained a deep understanding of the shopper journey.
- Collaborated with cross-functional teams to develop compelling shopper marketing tactics and a successful shopper rewards campaign.
- Built retailer expertise across Walmart, Target, Amazon, Instacart, Kroger, Sam's Club, and more.

## AWARDS, JURIES, PUBLICATIONS

P2PI OmniShopper Award, Irish Spring, 2025

P2PI OmniShopper Award, Colgate-Palmolive, 2024

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

Associate Judge, 30<sup>th</sup> Annual Webby Awards

Le Book Connections Atlanta Judge, 2025

## EDUCATION

**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