

SALONI MARATHE

COPYWRITER

 www.salonicw.com

 workwithsaloni@gmail.com

 Chicago

THE GOODS

Copywriter, Arc Worldwide

JULY 2022 – PRESENT

Colgate-Palmolive

- Worked on integrated shopper marketing campaigns, from conception to market release, for CPG brands across personal care, oral care, and home care.
- Developed social media ads, AR experiences, influencer partnerships, radio scripts, video copy, in-store displays, etc, while providing strong art builds and feedback.
- Helped drive growth by establishing processes, recommending efficiencies, and delivering fresh ideas to acquire more business.
- Mentored junior talent and managed a CW intern by overseeing work, reviewing concepts, and providing feedback.

Jr. Copywriter, Arc Worldwide

APRIL 2021 – JULY 2022

Gerber, Nestlé Health Science, Dairy Farmers of America

- Executed a successful shopper rewards campaign in partnership with Walmart.
- Developed copy for various shopper marketing tactics and gained a deep understanding of the shopper journey.
- Gained extensive knowledge of retailer guidelines and capabilities across Walmart, Target, Amazon, Instacart, Kroger, Sam's Club, and more.

OTHER BRANDS

Food & Bev: Unilever (Talenti Gelato), Hormel Black Label Bacon, Zespri Kiwi

Alc Bev: Diageo (Tanqueray), Pernod Ricard (Jameson)

CPG: Georgia-Pacific, Purina

EXTRA CREDIT

P2PI Shopper Award (Single Retailer Activation)

AZNCY Board Member (A Publicis Groupe ERG)

Former Mentor at We Are Next

Copywriter, VCU AdCamp

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

SKILLS

Cutting Copy 50%

Photoshop

Shopper Marketing

Premier Pro

Retail Media

UX Copy

Brand Strategy/Research

Microsoft Office