


SOHAM DUTTA

As enthusiastic to new opportunities as Sisyphus finds joy in looking at his boulder every morning.

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EXPERIENCE

► Associate Creative Director

B2B Cluster, Amura Marketing Technologies
Jan 2023 - Present

A glamorous balancing act of creative direction and corporate diplomacy.

Role involves mercilessly slashing jargon, clichés, and budgets, all while pretending to love industry buzzwords and leading a creative team to bask in their success or shoulder the blame for failures.



► Associate Creative Director

Tonic Worldwide
July - Dec 2022

My debut in the merciless world of the creatively scarred newbie ACD.

Attempting to conceal the persistent scars of inexperience while striving hard to inspire a battle-hardened creative team and in the process, having the opportunity to work on some exciting clients.



► Copy Supervisor

Brandmovers India | Amura Marketing
Dec - Jun 2022 | April 2021 - Dec 2022

Wielded the newfound power, responsibility and influence of a leader.

Oversaw my creative troops as they marched towards copywriting glory, all while adapting to the novel experience of leadership.



► Senior Copywriter

Amura Marketing | White Thoughts & Branding
Mar 2018 - Mar 21 | Jan 2017 - Feb 2018

Became the seasoned scribe of the team.

Weaving words with the finesse of a maestro, setting the creative bar high, and mentoring the aspiring penmiths who sought my wisdom.



► Junior Copywriter

Pichkaari Design Studio
Oct 2015 - Dec 2016

My right of passage, unexpectedly tumbling into the world of copy.



EDUCATION

Masters in Astrophysics

St. Xavier's College
2008 - 2013

CERTIFICATES



SKILLS

I write and ideate across the funnel, formats, segments, for businesses big and small, at length and in brief, to fulfill their objectives, long-term and short.

Apathetic to social media calendars, ad-hoc briefs, priority ideation, quick brainstorming, viral posts and influencer culture.

In conclusion, AI, AI, Generative AI.

PORTFOLIO



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