






SIDDHARTH KUMAR

Copywriter | Social Media & Creative Strategist

 [Portfolio](#) |  +91 88605 72938 |  siddharthkr.work@gmail.com

Skills: Social Media Strategy & Content Creation | Influencer & Brand Partnerships | Storytelling & Creative Writing | Analytics & Data-Driven Decision Making

EXPERIENCE

(Noteworthy Clients: Duolingo, Corona, Crocs, Amazon Prime, PepsiCo)

Copy Supervisor

June 2022 - June 2025

Digitas, Gurugram

- **Corona:** Developed the idea for the world's first sunset visual quality rating criterion, 'Corona Sunset View.' For Corona (AB InBev), the rating on CRED Escapes made sunsets synonymous with the brand, ensuring travelers booked hotel rooms with the most exquisite views.
- **Made Duolingo India impossible to scroll past: Turned a global brand into a local phenomenon.**
 - Took the brand from cool to culturally unmissable with **300K+ followers (IG)**, **150K+ subscribers (YT)**, and **half a billion impressions**.
 - Created **50+ pieces** of viral content that **hit 1M+ views each**.
 - Led over **10+ brand collaborations** with names like Swiggy, Netflix, Nykaa, and Shaadi.com.
 - Executed a guerrilla activation - Proposing Dua Lipa at her concert (yes, ignored, but **14M+ views is iconic**).
 - Dropped a Telugu to English course in Andhra Pradesh that had locals raving. (**20M+ views**)
 - First-ever mascot to strut the runway at Lakme Fashion Week – Gen Z was weak in the knees. (**12M+ views**)
 - Turned Lily into Duolingo's not-so-secondary mascot. (**5M+ views**)
 - Collaborated with some of India's coolest creators (Srishti Garg, Hustle Rani, etc.) and delivered the chaos Gen Z loves.
 - Showcased Duolingo India's work at Cannes Lions and represented the country at Duolingo HQ in Pittsburgh.
- **Brought Crocs' social presence to life with Content and daily BAU.**
- **Cool projects for boAt:**
 - Took on AI, turning boAt's media into a launchpad for emerging artists. **The "Breakthrough Music" campaign got two artists signed, 33x listeners, 129% followers, and 180K conversations.**
 - Had K-Pop fans going gaga over FloAtverse by boAt, India's first K-Pop concert in the metaverse.
- **Clients: Duolingo, Crocs, boAt Lifestyle, PepsiCo, AB InBev and more. (Worked on and won multiple pitches)**

Creative Strategist

May 2021 - June 2022

Schbang, Delhi/Mumbai

- Developed and implemented employer branding and social media creative strategies for CoinDCX and Pataa.
 - Turned crypto into a love story for CoinDCX: **Made 1.8 million users reflect on their relationships with crypto** by sending personalized mailers powered by app data insights – all on Valentine's Day.
 - Brought big ideas to bigger screens: Scripted content for major brands like Amazon Prime Video (Sherni), ASUS Chromebook, Apollo, and ASUS Zenfone.
 - Broke new ground with innovation-driven campaigns: Launched Agent Tiwari's Google Voice Activation and conceptualised the Tomorrow War AR campaign for Amazon Prime Video, **turning living rooms into battlefields**.
 - Clients: CoinDCX (India's First Crypto Unicorn), Pataa (pioneering digital addressing), and boAt Lifestyle X IPL (Project).
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EDUCATION

Bachelor of Arts (B.A.) - Journalism & Mass Communication

2018 - 2021

Guru Gobind Singh Indraprastha University, Delhi