

# ABHIMANYU PRATHAP

Creative Director | Copywriter | Musician

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@ampliano

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## EXPERIENCE

### **Yoho Lifestyle 2025**

*Creative Director*

### **HCLTech 2022 – 2024**

*Manager – Copywriting and Communication Strategy, Global Talent Branding*

### **Dentsu Impact 2018 – 2022**

*Creative Supervisor / Creative Group Head*

### **FCB Ulka Delhi 2017 – 18**

*Sr. Copywriter*

### **DDB Mudra 2015 - 2017**

*Copywriter*

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## **AWARDS AND ACCOLADES**

### **HCLTech** – World Music Day – 2023

**Gold** – Rally Award for Recruitment Marketing

### **Paytm** – The Divide – 2021

**Baby Elephant** – Kyoorius Awards 2021

**Gold** - e4m Indian Digital Marketing Awards 2021

**Special Mention** – Dada Saheb Phalke Film Awards

**Special Mention** – LAADLI Awards for Gender Sensitivity 2021

### **World For All** – Adopt the Banner – 2018

**Baby Elephant** - Kyoorius Awards 2018

**Silver Abby** – GoaFest 2018

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## **EDUCATION**

### Sri Aurobindo Centre for Arts and Communication 2014 -15

*Integrated Marketing Communications · Post-graduate Diploma · Second Rank*

### Sri Venkateswara College, Delhi University 2011 -14

*English Literature · Bachelor's Degree · Second Class*

### Gyan Bharati School 2011

*AISSCE-2011 · Science Stream · First Class*