



POOJA JADON

COPY & CONTENT WRITER

EXPERIENCE

Wavemaker (WPP) | Oct 22- Dec 23

Content Writer (Bilingual) - Consultant

- Developed digital content and strategy for major brands such as **Mother Dairy, MTR, Pernod Ricard, Perfetti Van Melle, Cargill India, and Reckitt.**
- Oversaw end-to-end social media content, including campaign ideation, execution, and collaboration with brand teams.

Wavemaker | Apr 21 - Oct 22

(Bill and Melinda Gates Foundation Collaboration) |
Formerly MSL Group (Publicis Groupe)

Consultant @ COVID-19 WAR ROOM, Ministry of Health and Family Welfare

- Led COVID-19 War Room's digital content team.
- Planned and executed diverse digital campaigns, including **#VaccineVarta, #COVIDCharcha, #VaccineCentury, #AzadiKaAmritMahotsav**, etc.
- Produced insightful reports and narratives with tools like Brandwatch.

PREVIOUS ROLES SNAPSHOT

- **Digital Indya** (Jan 2020 - April 2021) : Content Writer, Business Counsellor
- **Freelance Writer & Linguist** (Nov 2017 - Oct 2021): Rian, Pearson, OPPABET, Amar Ujala (Rupayan), Samwad News, MeraGK.com, NewsKund, Human Junction, VJ Kunj, Unacademy and others.
- **Kloudrac Software Pvt. Ltd.** (Jan 2018 - Dec 2018): Business Development Executive
- **Webvarta News Agency** (Aug 2016 - Sep 2017): Senior Sub Editor & Web Journalist
- **State News - (MP-CG Satellite News Channel)** (March 2015 - July 2016): Assistant Bulletin Producer
- **Bharat Samachar News Channel** (Jan 2014 - Feb 2015): Output Assistant cum Copy Editor
- **Neptune Production** (2012 - 2013): Assistant Director

HONORS & AWARDS

- **Afaqs Media Brand Awards - April 2023**
Gold: Best OTT Branded Content under Viacom18 for "One Tight Slap"
- **Big Bang Award - March 2023**
Gold: Best Media Strategy - Services category for MoHFW, GoI
- **Emvies - March 2023**
Gold: Best COVID-19 Response
Silver: Best Media Research/Data Tech/Analytics (COVID-19)
Silver: Best Integrated Campaign (COVID-19)

MILESTONES

- Developed the **KBC Script** for **Shri Amitabh Bachchan** on **#VaccineCentury**.
- Authored the **Hindi Youth Guidebook** on COVID-19 Management.

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EDUCATION

Advance Diploma in TV Production & Journalism

YMCA, New Delhi - 2013

Bachelor of Science

Mahatma Gandhi Chitrakoot Gramodaya
Vishwavidyalaya, M.P. - 2015

SKILLS

- Brand Content Strategy
- Social Media Management
- Team Leadership
- Campaign Planning
- Research & Analysis
- Ideation & Brainstorming

REFERENCES

Karan Rao, VP - Client Services @
Studio X, WPP - India

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Deepak Ramesh, National Creative
Director @ Wavemaker

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Anshul Aggrawal, Group Head (Copy) @
Wavemaker ☎ +91 97112 54073