
Sbruthi Subramanian

Copywriter

Contact: sbruthi.sub0@gmail.com

Whereabouts: New York

Website: sbruthisub.com

Pronunciation: shroo-thee

Pronouns: she, her, hers

Work experience:

Pereira O'Dell (Serviceplan US), New York (Fall 2024)

Copywriter

Serviceplan Innovation, Munich (2021–)

Copywriter

Junior Copywriter

Creative Intern

Jung von Matt Spree, Berlin (Spring 2021)

Creative Intern

McCann, Paris (Winter 2020)

Creative Intern

Freelance, Chennai (2017–2020)

Copywriter

+ Summer internships at data science firms

Skills:

Ideation

Writing

Strategy

Research (UX, technical, legal)

AI Prompting

Content design

Editorial

Scriptwriting

Audio and video production

Project management

PR strategy

Languages:

Native proficiency

English, Tamil

Elementary proficiency

Hindi, German

Tools:

Figma

InDesign

Notion

OpenAI

Gemini

Apple/Google/Microsoft Tools

Education:

Miami Ad School, Berlin (2019–2021)

Diploma in Copywriting

SRM University, Chennai (2015–2019)

B.Tech in Information Technology

Brands:

Dot Incorporation

METER Group

AROYA

AIZOME

Anzen Health

Privateer

PetPace

Talks/Mentorship:

[Deutsches Museum, 2024](#)

[Forward Festival, 2022](#)

Serviceplan IO Internship Program, 2021–2022

Awards:

Best of Show at SXSW Innovation Awards 2024

Best of Impact at Fast Company World Changing Ideas 2022

White pencil at D&AD 2024

Titanium at Cannes Lions 2022

+ 17x Cannes Lions, 22x D&AD Pencils, 47x NYF,

38x Clio, 13x Webbys, 14x Red Dot, 2x D&AD New

Blood Pencils

Individual rankings:

[#1 Copywriter by The Drum, 2024](#)

[#1 Copywriter by The One Club, 2023](#)

[#11 Copywriter by D&AD, 2023](#)

[#10 Copywriter by Cannes Lions, 2022](#)

Cinema memberships:

[Yorck](#)

[MoMA](#)

[Alamo Drafthouse](#)

[Metrograph](#)