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# *Shruthi Subramanian*

## *Copywriter*

Location: Munich, Germany

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Pronunciation: shroo-thee

Pronouns: she, her, hers

### Work experience

- Serviceplan Innovation, Munich (2021–):
  - Senior Copywriter (July 2024–)
  - Copywriter (June 2022–July 2024)
  - Junior Copywriter (Oct 2021–June 2022)
  - Intern (Jan–Mar 2021)
- Pereira O'Dell, New York (July–Oct 2024): Copywriter
- Jung von Matt, Berlin (April–June 2021): Intern
- McCann, Paris (Oct–Dec 2020): Intern
- Freelance, Chennai (2017–2020): Copywriter
- Opinion Editorial & Beat Journalism, Chennai (2017–2019): Writer/Editor-in-Chief

### Skills

- Creative: Concepts, writing, AI prompting
- Leadership: Project management, strategy, PR strategy
- Production: Research (UX, technical, legal), storyboarding, content design, editorial, proofreading, scriptwriting, audio and video production

### Languages

- Native proficiency: English, Tamil
- Elementary proficiency: Hindi, German

### Tools

- AI Tools: OpenAI, Gemini, Luma, Descript
- Productivity tools: Notion, Google Workspace, Microsoft Office, Apple iWork, Google Trends & Analytics
- Design tools: Figma, Adobe InDesign

### Education

- Miami Ad School, Berlin (2019–2021): Diploma in Copywriting
- SRM Univerity, Chennai (2015–2019): Bachelor's degree in Information Technology

### 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 WCI 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

### Recognition

- #1 Copywriter by D&AD 2024
- #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

- MoMA
- Yorck
- Alamo Drafthouse
- Metrograph

## **Project & Role**

**Space Trash Signs:** Concept, copywriting, content design, research, PR/outreach, copywriting, scriptwriting, audio/video production

**855-HOW-TO-QUIT-(OPIOIDS):** Research, copywriting, PR/outreach

**Animal Alerts:** Research, copywriting, content design, PR/outreach, project management

**WASTECARE™:** Content design and development, research, PR/outreach, copywriting, scriptwriting, audio/video production

**AIZOME ULTRA™:** Branding, website content, copywriting, scriptwriting, audio and video production

**Dot Go:** Project management, UI/UX research, testing, content design, copywriting, scriptwriting, audio/video production

**Dot Pad:** Project management, UI/UX design and research, website content design, copywriting, scriptwriting, audio/video production

**Dyslexia Unetided:** Copywriting, scriptwriting

**Freedom Grams:** Copy concept, research, content design, copywriting, scriptwriting, audio/video production, social media, PR/outreach