

I write. I draw too. Love narratives. Hate product windows. Never skip ads. Click on 'read more' to know who the writer is. Made a team of genZ writers use charisma instead of rizz. Respond 'yes' to brainstorm, pitches and anything that involves chai and 'so here's an idea...'

# HARSHIT KARNATAK

## Copywriter



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DOB:  
22nd March, 1995

## SKILLS

Copywriting  
Scriptwriting  
Illustration  
Creative Direction  
Design-first Thinking

## EXPERIENCE

Group Creative Manager  
Schbang | Aug 2023- Present

Key Accounts: Finolex, UltraTech, Cipla,  
Nerolac, Milton, Skybags, ROFF

Creative Lead  
Schbang | Dec 2020- Aug 2023

Key Accounts: Cipla, Amazon Prime,  
Garnier Men, Marvel India

Creative Lead  
Prakria | Aug 2017- Nov 2020

Key Accounts: Nestlé, Dabur, Pernod  
Ricard

Copywriter  
Pezalli Bespoke | Jul 2015- Jul 2017

## INTERNSHIPS

Feature Copywriter  
HELLO! | May 2014- July 2014

Feature Copywriter  
Radio Mirchi | May 2013- July 2013

## EDUCATION

Fashion Communication & Journalism  
Amity University | 2012- 2015

Batch of 2012 | PCM  
Montfort Inter College, Lucknow

Hindi aati hai bolkar aise nahin, ऐसे लिखता है।  
'mereko' की जगह 'मुझे' का प्रयोग करता है।