

Rishikesh Lokapure

Brand & Creative Strategist | Sustainability Communications Lead

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Summary

Creative, dedicated and results-driven Brand & Creative Strategist with a proven track record in collaborating closely with creative teams to implement well-rounded strategies. I am adept at decoding client briefs, understanding target audience, crafting compelling copy, overlooking creative output, discovering campaigns insights, facilitating interviewing audiences and implementing feedback. Seeking an opportunity to contribute my strong branding experience, multi-sector expertise, and passion for research-led creativity.

Work Experience

Brand and Creative Strategy Consultant

Multia, India | May 2019 - Sept 2023

- Collaborated with creative teams to implement brand and creative strategies, ensuring seamless integration of creative and strategic elements for 10+ telecom, manufacturing, healthcare, finance and retail clients.
- Conducted in-depth audience interviews to gather insights for devising a campaign and brand strategy to launch a super speciality hospital.
- Facilitated workshops to align teams and generate innovative ideas for one of the largest mutual fund houses.

Sustainability Communications Head and Script Writer-Director

TaleScope Pictures, India | June 2018 - September 2023

- Scripted and directed numerous healthcare, technology, manufacturing, sustainability, wildlife, explainer, IT, and real estate videos that helped get qualified leads and generate more than \$10M in combined revenue.
- Scripted a film on biodiversity conservation mastering clients' tone of voice or establishing the larger purpose that became an official entry to COP27, Egypt.
- Played a key role in refining and writing new business proposals and pitch decks with sustainability and branding at its core.

Creative Solutions Consultant and Writer-Director - Freelance

Independent Creative Solutions Consultant, India | March 2018 - Sept 2023

- Associated with more than 30 advertising agencies as a brand strategist to build strong branding experience.
- Created a communication strategy for multiple employer branding campaigns that saw a 1.5X increase in employee retention and engagement in a prominent technology organisation.
- Worked closely on a creative sustainability communications and retail design plan for a global food brand that had more than 3 million subscribers worldwide.

Creative Copywriter, Digital Media and Creative Strategist

Saket Communications Pvt. Ltd., India | Feb 2015 - Feb 2018

- Overlooked a team of 50 people that worked on integrated strategy, creative output, brand strategy, digital media and account management across domains - automobiles, retail, food, education, government, information technology, and fashion with a net revenue of more than 300M.
- Built a brand strategy for the rebranding of the advertising agency that saw an increase in its retainer clients by 20% in the first 4 months.

Medical Content Manager

eCom Makers Pvt. Ltd. | Oct 2013 - Feb 2015

- Created content for more than 1,500 generic medicines for Canadian pharmaceutical brands

Education

Masters of Commerce, Advanced Marketing

Savitribai Phule Pune University Master's degree, India | June 2020 - June 2022

Bachelors of Commerce, Accounting and Taxation

Savitribai Phule Pune University Master's Degree, Accounting and Finance, India | July 2003 - May 2006

Languages

English - Professional | **Hindi** - Professional | **Marathi** - Professional | **French** - Beginner

Areas of Work

Context | Content | Copy | Script writing | Strategy | Research | Director | Digital Media | Marketing | Training | Author | Consultant | Podcast | Sustainability Communication | Biodiversity Conservation | Guest Speaker | Social Business

Hard Skills

Market Research | Target Audience Profiling | Ideation | Brand Strategy | Writing | Video Direction | Copy-writing | Brand Identity | AI | Google Analytics | Digital Advertising | Brand Identity | Brand Positioning | Competitive Analysis | Consumer Insights | Creative Briefs | Workshop Facilitation | Audience Interviews | New Business Proposals | Research | Creative Campaigns | Video Production | Sustainability | Script writing | SEO | Web3 | Cross Functional Collaboration | Project Management | Performance Measurement | Multi-Sector Experience

Soft Skills

Leadership | Creative Thinking | Team Management | Humble | Positive Attitude | Result-oriented | Self starter | Negotiation | Sales | Presentation Skills | Purpose Driven

Industries Worked In

Automotive | Education | IT | Retail | FMCG | Manufacturing | Sports | Finance | Banking | Politics | Government | Startup | Human Resource | Social Work | Performing Arts

Honours & Awards

- 40 Under 40 Industry Award - Business Mint, April 2022
- 40 Under 40 Industry Award - Business Mint, April 2021
- Top 50 Advertising Leaders - MADcon, Dubai, Dec 2019
- Pune Best Brands Awards, Automobile, Oct 2019
- Most Influential Content Marketing Professional - World Marketing Congress, Nov 2018
- Pride of India Award - Brand Leadership Award, Oct 2018
- Most Influential Content Marketing Professional - World Marketing Congress, Nov 2017

Other Information

- Branding Consultant for International RollBall Federation - A sporting organisation that is promoting a new sport in more than 50 countries.
- Ghostwriter for Dohanomics - a finance book that draws parallels between the teachings of Saint Kabir and Saint Rahim, and sheds light on the mistakes we make as retail investors. Publisher: CNBC, TV18.
- Ghostwriter for Money Works - a book on Finance that intends to make it easy for everyone to understand. Publisher: Penguin India.
- Playwright for a one-act play that is being staged in Pune, India
- Hosted various award shows, trade shows, and corporate events as an emcee.
- Volunteer at Kingston Hive, UK and Voices of Hope, UK