

Rishikesh Lokapure

Creative Strategist | Sustainability Communication Lead

Email: rishikeshlokature@gmail.com

Phone: +44 7438 277 084

Social: [linkedin.com/in/rishikeshlokature](https://www.linkedin.com/in/rishikeshlokature)

Web: <https://contextwriter.wordpress.com/>

Address: KT1 3RZ, UK

Professional Profile

Seasoned Creative Strategist with a decade of multi-functional expertise in copywriting, scriptwriting, digital media, marketing, audio-visual productions, and integrated advertising strategy. A proven track record in crafting and executing innovative campaigns that elevate brands and drive business success for brands around the globe. I offer a unique, holistic perspective and excel in translating complex objectives into impactful, cohesive, and meaningful narratives. A collaborative leader, I thrive in dynamic environments, consistently delivering measurable results. Eager to contribute my strategic vision and creative excellence to a forward-thinking organization poised for growth.

Work Experience

Creative Strategy Consultant

Multia, India | May 2019 - Sept 2023

- Overlooked and coordinated with about 200 members spread across design, marketing, and strategy teams.
- Devised Creative strategy including research, brand identity, content guidelines, and marketing strategy for healthcare, logistics, e-commerce, and finance clients that have seen steady growth.
- Created the communication strategy that helped generate more than 10K leads for mutual funds.
- Scripted more than 10 videos for a major IT brand working in the MENA region that generated more than 45 high-ticket B2B leads.

Sustainability Communications Head and Script Writer-Director

TaleScope Pictures, India | June 2018 - Sept 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 and directed a documentary on sustainability that talked about the future of food and had crossed 1M impressions during 2022-2023
- Scripted a film on biodiversity conservation films that became an official entry to COP27, Egypt.

Creative Solutions Consultant and Writer-Director - Freelance

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

- Created a communication strategy for a city-wide campaign promoting sustainability with a reach of about 1 million people.
- Scripted more than 100 corporate videos, and worked on more than 50 integrated media accounts.
- Worked closely on a creative sustainability communications 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

- Led a team of 50 creative people that worked on integrated strategy and audio-visual productions across domains - automobiles, retail, food, education, government, information technology, and fashion with a net revenue of more than 300M.
- Built a creative strategy for the rebranding of the advertising agency that saw an increase in its retainer clients by 20% in the first 4 months.
- Managed a team of 30 people in the digital media wing and managed organic content calendar, paid advertising for 16 social media accounts, and achieved month-on-month growth with an annual turnover of more than 1M INR.

Medical Content Manager

eCom Makers Pvt. Ltd., India | 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** - Native, Biligual | **Marathi** - Native, Biligual | French - Beginner

Hard Skills

Market Research | Target Audience Profiling | Ideation | Brand Strategy | Writing | Video Direction | Copy-writing | SEO | Web3 | Creative Campaigns | Video Production | Sustainability | Script writing | Brand Identity | AI | Google Analytics | Digital Advertising | Brand Identity | Brand Positioning | Competitive Analysis | Consumer Insights | Creative Briefs |

Soft Skills

Leadership | Creative Thinking | Team Management | Humble | Positive Attitude | Result-oriented | Self motivated | Negotiation | Sales | Presentation Skills | People Person |

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

- Marketing Consultant for International RollBall Federation - A sporting organization 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.
- Mentored more than 200 freelance content creators on running successful solopreneur business
- Keynote speaker at multiple events including BNI National Conclave
- Hosted multiple webinars covering a range of topics on entrepreneurship, Web3 content creation, and managing creative teams.
- Directed more than 15 stage shows for Swayam Talks - a live stage show that celebrates people and their inspiring journeys.
- Guest speaker at multiple webinars, award shows, and networking events.
- Worked closely on Diversity and Inclusion, Employer Branding, and Disability campaigns for various NGOs and social initiatives.
- Volunteering with Voices of Hope, UK, Bramhakumaris, UK and Staywell UK