



Vaishali Rao

Creative Group Head

A relentless creative with 8+ years of experience creating integrated campaigns for some of India's biggest brands including Britannia, Xiaomi, ITC Aashirvaad, Myntra, and Malabar Gold.

A writer in progress who believes good writing comes from the heart... And the funny bone.

CONTACT:

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AWARDS:

Cannes Lion Shortlist

Category: Best in Online 2021

Client: WWF Freedom

EDUCATION:

BOSTON UNIVERSITY

2014 - 2017

Master's in advertising

ST. JOSEPH'S COLLEGE OF COMMERCE

2013 - 2014

PGDM in business administration

ST. JOSEPH'S COLLEGE OF COMMERCE

2010-2013

Bachelor's in business management

CORE EXPERTISE:

- Creative Direction & Strategy
- Integrated, Cross-channel Campaigns
- Client Relationship & Team Mentorship
- Creative Leadership

EXPERIENCE:

CREATIVE GROUP HEAD

2023 - 2025

DDB Mudra

- Led integrated campaigns for Malabar Gold, Income Tax Dept., TTK Prestige, Fastrack.
- Owned creative direction and social media communication for ITC Sunbean.

CREATIVE GROUP HEAD

2017 - 2023

McCann Worldwide

- Led creative campaigns for Britannia Good Day, Jim Jam, TVS Apache, ITC Aashirvaad, Xiaomi, Myntra.
- Built end-to-end media communication, including brand campaigns and social media comms for RedBus.
- Conceptualized the WWF Freedom campaign shortlisted for Cannes Lion.

COPYWRITER INTERN

2016-2017

Mindgruve, San Diego

- Worked on social media communications for Martinelli's, FMB Bank, and SleepScore.

OTHER BRANDS:

Britannia Bourbon	Tally	TVS Racing Gears
BJP Karnataka	Flipkart	Miniklub
Cycle Agarbathi	Curefit	Narayana Health