

Chirag Kakkar

Copy Lead | Performance-Driven Storyteller | Brand Voice Architect

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 [LinkedIn](#) |  [Portfolio](#)

SUMMARY

I believe in words that move people — and the needle.

9+ years of crafting brand stories that connect and convert across fintech, tech, and lifestyle. Led agile creative teams, shaped distinctive brand voices, and delivered everything from viral print ads and merch to scroll-stopping brand films, high-performing push, and emails.

CORE SKILLS

Copywriting, Script Writing, Creative Direction, Campaign Strategy, Brand Storytelling, Push Notification Strategy, Email Marketing, UX Writing, Performance Marketing, SEO Writing, A/B Testing, Project Management

TOOLS & PLATFORMS

ChatGPT, MidJourney, Dall-E, Figma, Canva, Google Docs, Trello, ClickUp, Google Gemini, Google Ads

EXPERIENCE

Copy Lead, Groww — Bengaluru | 2022 – Present

- Led a team of 6 talented copywriters and enabled seamless cross-functional collaboration
- Delivered standout campaigns like Groww's 'Extra W' print ad saving INR 50 Lac+ in earned media
- Created 7 product marketing films during IPL that brought better than industry CTRs of 3.8%
- Work published in Afaqs, The Print, HT Media, Social Samosa, Impact Weekly, and more

Creative Supervisor, Cheil India — Gurugram | 2021 – 2022

- Led influencer campaigns for Samsung featuring Malaika Arora, Manish Malhotra, and Mira Rajput
- Rolled out GTM campaigns for Samsung NEO QLED 8K TV across multi-channel touchpoints

Senior Copywriter, Mirum India — Gurugram | 2019 – 2020

- Created award-winning campaigns for The Times of India including 'Flirt with your City'
- Curated Ford India's digital moments; adapted UNICEF & NACO programs for rural India

Copywriter, Wigyan — New Delhi | 2017 – 2019

- Boosted awareness for Alibaba Group by 180% through influencer campaigns.
- Launched Ranveer Singh as face of Big Muscles with #StrongerThanYouThink campaign

EDUCATION

B.Com (Hons), University of Delhi — 2020
CA (IPCC dropout), ICAI — 2016