



# RESHNA BANERJEE

## SENIOR CREATIVE DIRECTOR & COPYWRITER

 reshnabanerjee@gmail.com

 Los Angeles, CA

Award-winning creative executive with over **16 years of agency experience** transforming brand visions into **compelling campaigns** across all platforms and media, with a strong track record for **mentoring up and coming talent**. In 2023, I transitioned to Los Angeles where I continue to **stay curious, tell stories, and build brands**, bringing my unique lens to every creative challenge.

### EDUCATION

#### Hansraj College - Delhi University

Bachelor of Arts in English  
Literature (Honors)

2003 - 2006

### SKILLS

- Brand strategy
- Multi-format storytelling
- Team leadership
- Trilingual
- Songwriting

### LANGUAGES

- English
- Hindi
- Bengali

### PORTFOLIO

[www.reshnabanerjee.com](http://www.reshnabanerjee.com)

### PROFESSIONAL EXPERIENCE

#### NBCUniversal

Freelance Copywriter | 2025 - Present | Los Angeles, CA

Develop **crossover brand partnership** opportunities for the film marketing and home video departments, including a PSA service challenge for the blockbuster film **Bad Guys 2** and the **Boys and Girls Club of America**.

#### Wunderman Thompson [VML]

Associate Vice-President & Senior Creative Director | 2014 - 2023  
New Delhi, IN

Led award-winning, multi-year 360° campaigns for brands like **Tropicana, Lay's, Slice, Quaker Oats** and **CERA Sanitaryware**, spanning TV, digital, OOH, influencer and experiential channels, reaching **50M+ consumers per burst**, defending **20%+ market share**, and keeping challenger brands competitive in a **\$500M+ market**.

Drove business lifts by **pairing A-List celebrity talent** with high-impact placements, delivering **10%+ value growth** for CERA's core lines.

#### From Here On Communications

Senior Copywriter | 2012 - 2014 | New Delhi, IN

Launched **Ixigo's** first TVC brand campaign that **trended #1** in India for 35 hours and recorded **3,000+ social interactions** within 2 days.

Created standout campaigns for other brands, including **Hopper, Jaypee Green's** and **Cucine Lube**.

#### Hakuhodo

Copywriter | 2008 - 2010 / 2011- 2012 | New Delhi, IN

Aligned copy with visual storytelling on integrated campaigns for leading brands such as **Sony, Daikin, Toshiba, Unicharm** and **Maruti-Suzuki**.