

GAYATHRI MAHESH

writer ♦ strategist

Strategist with a passion for decoding cultural narratives and trends. Continuously exploring diverse digital and cultural landscapes through personal projects and dedicated learning.

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Chennai, India



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Professional Experience

Manager – Strategy & Planning

Ting, Chennai, India

Aug 2023 – Present

Elevated from a copywriter/senior writer role to a creative strategist role in a managerial capacity. Led national and multi-country projects across India, SEA, UK, & MENA, from a creative strategic lens for a wide-range of categories: from FMCG to IPL teams.

Key Highlights:

- » Managed key accounts: Lakeview Icecreams, Casagrand Builders, Godrej, Wella and many more
- » Grew client relationships and accounts by adding strategic value, bringing in repeat business
- » 100+ hours of qual & quant analysis for Lakeview Icecreams rebranding
- » Spearheaded the repositioning campaign for Cremaffin (Reckitt), crafting the “Empty Bowel, Full Life” space
- » 217K+ DVC impressions, 62% user retention (vs. 50% baseline), +1.24L unit sales for Cremaffin’s new positioning

Senior Copywriter

Ting, Chennai, India

Sept 2022 – Aug 2023

- » Piloted a seamless pitch presentation framework for a prominent MNC real estate player
- » People management: managed a small team of 2 interns and 2 junior copywriters

Copywriter

Ting, Chennai, India

Sept 2021 – Sept 2022

Moved from real estate to an agency to broaden exposure, and understand how insights become actionable campaigns in real time. I pitched, crafted campaigns, and wrote copy across regional brands like Gokul Santol and global players like Hoka.

Key Highlights:

- » Managed key accounts: Hiranandani Park, Mambalam Iyers, Gokul Santol, Dabur Toothpaste
- » Proactively pitched across Entertainment, Fashion, Sportswear, Banking, Gourmet Foods & FMCG
- » Won 90% of all pitches I was involved in while handling key accounts

Content Marketing Executive

Bharathi Meraki, Chennai, India

Apr 2021 – Sept 2021

Gained in-depth understanding on the real estate market in Chennai by auditing buyer profiles. Assisted the in-house team with the design and development of social media campaigns, blogs, as well as newspaper ads.

Key highlights:

- » Built a foundational understanding of Chennai's real estate market and micro-markets
- » Developed & edited an internal community building newsletter for CP's and employees

Education

MA Creative Writing & Publishing

Anglia Ruskin University, Cambridge, UK
Merit ♦ Distinction: Business of Publishing Module

Graduated: Nov 2020

Bachelor of Civil Engineering

MSEC, Affiliated to Anna University, Chennai, India
First Class ♦ Specialized: Sustainable Construction & Bridge Design

Graduated: May 2019

Professional Development

Strategic Brand Management & Communication

MICA, Ahmedabad

Completed: Feb 2024

Merit with 95%

- Refresher course that helped with understanding the fundamentals of strategy, qualitative and quantitative consumer research. Picked up nuances on crafting strategy that cuts through the noise for brands & businesses.
- Key Modules: Brand Strategy, Consumer Research (Qual & Quant), Digital & Luxury Branding, Portfolio Management, PR & Crisis Communication.

Market Research & Consumer Behaviour

IE Business School, Online Course

Jan 2025 – Present

- Actively pursuing this certification to stay current on global best practices in market segmentation, survey design, and behavioral analytics.
- As a continuous upskiller, this course sharpens my ability to decode audience motivations and translate them into actionable strategy.

Skills

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|------------------------------|---------------------|------------------|
| • Research & Strategy | • Creative Writing | • Meltwater |
| • Trendspotting | • Brand Positioning | • GWI, Audisense |
| • Insight Mining & Synthesis | • Google Analytics | • Yoast SEO |
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Core Strengths & Hobbies

Creative Expression

- Cultural nuance, insights, strategy
- Dancing (Bharatnatyam)

Linguistic Curiosity

- French (A1 Level – Learning)
- Hindi (Proficient)

Literary Exploration

- Reading Books
 - Writing Books
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Portfolio & Writing Samples

View cultural insights, campaign breakdowns, and strategy case studies at www.gayamahesh.com