

RASHMI AMBASTHA

Gurgaon, Haryana | +91-9810960986 | to.rush.me@gmail.com | www.rashmiambastha.com

SUMMARY

For over 18 years, I have helped brands find their voice. I work at the intersection of brand, creativity, and business, partnering closely with marketing and product teams to turn strategy into integrated, culturally relevant, and effective work. I have built campaigns for brands such as Pepsi, Samsung, MG Motors, Schneider Electric, Magicbricks, and IndusInd Bank, focusing on ideas that drive real business impact.

Brand & Creative Leadership | Campaign Conceptualization & Execution | Brand Guidelines | Digital-First Storytelling | Cross-Functional Partnership | Team Leadership and Mentoring | Emerging Tech and AI

EXPERIENCE

Leo Burnett, Gurgaon

Associate Executive Creative Director (Copy)

December 2024 – Present

Key Clients: Pepsi India | 7up (India and Global) | Schneider Electric | Niva Bupa | California Almonds | SIL (Noodles)

- Leading creative development and brand strategy for Pepsi India's 2024 campaign, defending category leadership in competitive cola market.
- Leading Schneider Electric's first B2C consumer campaign in India, translating B2B tech positioning into consumer-centric brand narrative.
- Leading 7UP India and Global 2026 creative campaign strategy and execution.
- Leading the launch of SIL Noodles in the Indian market
- Leading re-introduction of California Almonds

Pitches Won: Schneider Electric

EFGH Brand Innovations, Gurgaon

Executive Creative Director (Copy)

April 2023 – October 2024

Key Clients: HCLTech | Lectrix EVs | MG Motors | foundit.com | naukri.com (B2B) | Eternia Windows | TableSpace

- Built and led creative culture in high-growth, entrepreneurial environment, emphasizing experimentation, craft excellence and social-first thinking.

- **Red Abby Winner (Bronze, 2023):** #MHL (Mental Health Leave) campaign – agency's first major award
- Led two major Lectrix EV product launches with integrated social-first content strategy:
- **LXS 3.0:** "How Far Do You Want to Go?" campaign capturing youth aspiration in EV category; social-first creative across Instagram, YouTube.
- **LXS MoonShine (Limited Edition):** Leveraged India's moon landing cultural moment with "What's Your Moon?" campaign; demonstrated moment-marketing capability
- Led MG Motors' "100 Years of Driving Smiles" AI-led campaign and global brand narrative; demonstrated ability to scale emotionally resonant storytelling while maintaining authenticity.
- Developed gamified onboarding content experience for HCLTech's global workforce; created multi-platform content systems ensuring consistency and engagement across regions.

Pitches Won: Aditya Birla Chemicals, Table Space.

Cheil India, Gurgaon

Sr. Creative Director (Copy)

March 2021 – March 2023

Key Clients: Samsung India | Pepsi Pakistan | Aakash Institute | HDFC Ergo | Adidas India

Samsung India:

- Led end-to-end creative strategy and execution across Consumer Electronics, Corporate, Regional, Festival, and Service campaigns – integrated digital, ATL, and BTL.
- **The Freestyle Portable Projector:** Launched innovative product with creative platform highlighting portability and lifestyle integration.
- **DigiTouch Cool 5-in-1 Refrigerator:** Spearheaded nationwide ATL and digital rollout, driving category awareness and consumer adoption.
- **IntensiveWash™ Dishwasher:** Led brand positioning and campaign launch, educating consumers on new wash technology and driving trial.
- **Samsung IPL Campaign:** Created assets amplifying Samsung's visibility during India's flagship cricket season.
- **E-waste Initiative:** Developed purpose-driven campaign positioning Samsung as a responsible corporate citizen, inspiring consumer to dispose of e-waste.
- **Samsung E.D.G.E. Student Program:** Led campaign strategy for flagship student innovation program, building brand affinity with future talent pipeline.

Pepsi Pakistan:

- Co-created Pepsi Pakistan's "#WhyNotMeriJaan" campaign, reintroducing cultural relevance as pop culture landscape shifted.
- Hip-hop-driven creative resonated deeply with TG; campaign generated immediate market traction.

Aakash Institute:

- Led creative team on multiple brand and course launches, developing positioning and communication tailored to evolving student needs.

- Reimagined course communication for digital-first learning during COVID lockdown, accelerating shift to online education narrative.

Creative Director (Copy)

Cheil India, Gurgaon

December 2018 – February 2021

Key Clients: Samsung India | MG Motors India | Aakash Institute | HDFC Ergo | Adidas India

- Led creative strategy and content development across Samsung's Corporate, Regional, Festive, and Service campaigns across digital, ATL, BTL, and social channels.
- Directed campaign strategy and content for Galaxy Tab, and Wearables launches.
- Led Samsung E-waste Campaign (2019–2020) content strategy, positioning sustainability as core brand conversation and corporate responsibility.
- Led Samsung E.D.G.E. Student Program (2019–2020) across digital content, social engagement, and on-ground experiential touchpoints.
- Co-created MG Gloster brand positioning and launch narrative "#TheSelflessCar," translating premium SUV benefits into emotionally resonant storytelling for consumer and trade audiences.

Pitches Won: PepsiCo, Greenpanel,

Internal Recognition: Employee of the Quarter (May–July 2019, Oct–Dec 2020).

Freelance Creative Consultant & Writer

November 2017 – December 2018

Worked on diverse government and brand projects:

- **Madhya Pradesh Government:** AYUSH, Ekam Yatra, Kaushal Evam Rojgaar Yojana, Data development narrative, Swachh Bharat, Agriculture campaigns. Developed purpose-driven storytelling translating policy into citizen narrative.
- **Brands:** Indoasia Hotels, WorldOne (stationery), Brij & Co (workwear), SAATVIK ((US-based). Conducted complete branding exercise for SAATVIK including positioning, visual identity, and messaging architecture.
- Pitched for government accounts: Ministry of Environment, Forest & Climate Change; Income Tax Department.

R K SWAMY BBDO Pvt. Ltd., Gurgaon

Brand Design Director – Copy (*Jan 2014 – Oct 2017*)

Sr. Brand Design Manager – Copy (*Jan 2012 – Dec 2013*)

Brand Design Manager – Copy (*Jan 2011 – Dec 2012*)

Sr. Brand Design Associate – Copy (*Jan 2009 – Dec 2010*)

Brand Design Associate – Copy (*Jan 2007 – Dec 2008*)

Management Trainee (*Jun 2006 – Dec 2006*)

Worked on various categories like **Airlines** (*Air India*), **Beauty & Skincare** (*Nomarks, Ozone Herbal and Organic*), **Consumer Durables** (*Havells-Lloyd*), **Corporate** (*JSPL, ONGC, Lanco, NTPC*), **Health & Wellness** (*Revital, Revital Woman*), **Media** (*Amar Ujala, UTV*), **Mobile Handsets** (*Rage*), **Paints** (*ICI Dulux*), **Pharma** (*Chericof, Pepfiz, Pepflux, Ozone ITIS, DFO Red, DFO 4X*), **Radio** (*94.3 My FM*), **Real Estate** (*Eldeco, Fire Capital, Paras, magicbricks.com*), **Banking** (*IndusInd Bank*) and **Two-wheelers** (*Suzuki Access 125, Suzuki SlingShot, Suzuki SlingShot+, Suzuki GS150R, Suzuki Hayate*), **Weather Forecasting app** (*Skymet*), **Detergents** (*Fena*)

Worked on various **winning pitches**, like *IndusInd Bank, Air India, ONGC, Valvoline, Revital, Suzuki, Lloyd, Fena, Amar Ujala, 94.3 My FM and magicbricks.com*. I was part of the **BBDO India** team that pitched successfully for 7up. Led the team for the nationwide launch of Jan Dhan Yojana.

CAMPAIGNS & IMPACT

Pepsi India 2024

Led a creative campaign defending Pepsi's market leadership amid intensifying cola competition following Campa's entry. The campaign helped defend market share and strengthen brand affinity among Gen Z and millennial audiences.

Magicbricks.com – Brand Building

Collaborated hand-in-hand with magicbricks marketing team to elevate brand salience in India's hyper-competitive real estate platform space. Created campaigns and communication that differentiated the platform during Housing.com's aggressive entry.

Lloyd – B2C Entry till Havells Acquisition

Partnered with Lloyd's marketing team from B2C market entry till Havells acquisition. Built brand preference in competitive consumer durables space, defending market share against legacy brands with distinctive positioning and campaigns

Schneider Electric – B2C Market Entry

Spearheaded creative strategy and campaign platform for Schneider Electric's first-ever consumer-facing campaign in India. Translated complex tech positioning into emotionally resonant consumer narrative, accelerating brand awareness and consideration in a new market segment.

Skymet Weather #HelpTheFarmer (Purpose-Led Digital Campaign)

Led the #HelpTheFarmer campaign for Skymet Weather, turning a weather-forecasting brand into a powerful voice for farmers during drought and agrarian distress. Developed an emotionally charged digital film that sparked conversations and action, earning multiple top honors.

HCLTech – Gamified Global Onboarding Experience

Conceptualised and launched a gamified digital onboarding platform for HCLTech India and global workforce.

Pepsi Pakistan Restage – #WhyNotMeriJaan

As pop culture shifted in Pakistan, repositioned Pepsi's brand voice through hip-hop and cultural resonance. Campaign resonated deeply with target audience and sparked market momentum.

AWARDS & RECOGNITION

Effie Pakistan 2024

Gold Renaissance – Pepsi – Product & Brand Restage (Why not meri jaan) 2021/22/23

Gold Positive Change Social Good – Pepsi – (Why not meri jaan)

Abby 2024

4 Shortlists – Still Digital (Lectrix EV), Still Print (MG Motors), Digital – Moment marketing (Lectrix EV),

Digital - Online only video campaign (Lectrix EV) – EFGH

1 Shortlist – Green Award (Samsung India) – Cheil India

Abby 2023

Bronze – Red Abby – #MHL (Mental Health Leave) – EFGH

Bronze – Still Digital – Starbucks Launch at Samsung Opera House – Cheil India

Bronze – Still Digital – OOH Repliers – Cheil India

Abby 2022

Gold – Red Abby – OOH (Out of home office) Repliers – Cheil India

For Skymet #HelptheFarmer:

Gold – Digital Video – Goafest 2016

Ad/ Promotional Film 61+ sec – Kyoorius 2016

Public Service Commercials – Kyoorius 2016

Creativity for Good – Kyoorius 2016

Writing for Film Advertising – Kyoorius 2016

Film Craft – Music – Kyoorius 2016

Best PSA Award – 7th Dada Saheb Phalke Film Festival 2017

Silver award in “Cinema of the Seller” category in 6th Jagran Film Festival, Mumbai, 2015

Silver – IAA Olive Crown Awards

Bronze - Best Creative ad for Hindi Hain Hum campaign at the **INK Awards 2015**

Silver - Best Copywriting for Hindi Hain Hum campaign at the **INK Awards 2015**

Best Integrated Campaign of the Year for *Suzuki Hayate* in the Auto & Two-wheeler category at the **NDTV All About Ads Car & Bike Awards 2013.**

Merit Certificate for *Air India 'Just Arrived' ambient* at the **OAA 2010.**

Short Films:

“Carname” – **3 awards**, including Audience Choice, at the **48 Hours Film Project, New Delhi, 2014.**

“Tiny Taught!” – selected for screening in **8 international film festivals in 2012-13.**

“A Touching Story” – **5 awards**, including Best Film and Audience Choice, at the **48 Hours Film Project, New Delhi, 2011.**

EDUCATION

MSCOM – Broadcast 2004-2006 Manipal Institute of Communications, Manipal.

BSc – Botany (Hons) 2001-2004 Maitreyi, Delhi University.

Intermediate 1997 – 1999 B N College, Patna University.

Schooling Till 1997 St. Joseph’s Convent High School, Patna.

BEYOND ADVERTISING

Hindipur – A page where we write short Hindi poems. Poetry is my first love, and it is aging in me like a fine wine. <https://www.facebook.com/hindipur/>

Junkyard – In the year 2010, I asked people to join me to make a short film. And we kept on making. <https://www.youtube.com/user/JunkyardJunks>

Lyricist – Released two songs. Search for ‘Uljhe se hum’ and ‘Galat’ on Spotify and Youtube