

Advait Ubhayakar

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Versatile copywriter with **8+ years** of experience, including **4 years in creative agencies**:
Driving ROI in Asia, Europe, and USA for clients like Microsoft, IBM, and HP
Transforming product, tech and service features into **user-centric stories**
Creating **cohesive brand narratives** from big ideas to tactical touchpoints
Writing with **tonal variations** for print, digital, events, sales, and branded content
Simplifying **UX** for apps and websites
Structuring **online content** and delivery (Wix, WordPress, Dreamweaver)
Optimizing calls-to-action and views A/B testing (MailChimp), SEO, managing leads (Marketo), social media metrics, and original content (native ads, whitepapers, videos)
Co-designing layouts (InDesign), graphics (Photoshop), presentations (PowerPoint)
Presenting creatives and prototype concepts to clients at all levels
Managing teams and workflow **to ensure quality** and timelines of deliverables

RELEVANT WORK EXAMPLES

UX Consultant and Writer, advait.xyz

July 2011 – Present

- Tour design of [Asia's largest Tier 4 data center](#), exceeding 98K views
- Voice and content for the [first travel app for kids](#) in Copenhagen
- Brand identity and launch collateral for an [organic milk startup](#)
- Founded Stories Ink, an online writing service to preserve memories
- Edited and produced books for [private clients](#)

Managing Editor, [Cooper Street Journal](#)

March 2014 – Jan 2016

- Published [four volumes](#), structured layouts and designed covers
- Defined a house style and created a system for tracking submissions

Writer and Manager, [Synopsis](#)

April 2008 – June 2011

- Content for diverse clients like Microsoft (IT), Sharekhan (finance) CRY America (non-profit) and Landmark Group (retail)
- Integrated 360° campaign, driving 2.1 million trials for [Office 2010](#)
- [Original content](#) evangelizing cloud computing in Indian businesses
- Acquired new business from [IBM](#) and [HP](#) through solution pitches

EDUCATION

MFA in Creative Writing

Rutgers University

4.0 GPA, Dean's Scholarship

2013 – 2016

MBA in Communication Management

Symbiosis International University

First Class

2006 – 2008

Bachelors in Mass Media (Advertising)

University of Mumbai

First Class with Distinction

2003 – 2006