

Advait Ubhayakar

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A marketing professional with an **MBA**, an **MFA**, and **8+ years** of experience in:
Strategy and storytelling for clients in Denmark, Dubai, India, and USA
Leadership of creative teams and profitable business ventures
Ownership of projects and campaigns, from timelines and results
Communicating proposals, plans, and impact with clients at all levels
New business development, making and presenting actionable proposals
Writing and editing for print, digital, events, sales, and branded content
Creating online presences (Wix, WordPress, Dreamweaver) and social media
Optimizing digital interactions through A/B email testing (MailChimp), lead management (Marketo), paid search (AdWords), and display (Google Network)
Designing graphics (Photoshop), layouts (InDesign), presentations (PowerPoint)

RELEVANT WORK EXAMPLES

UX Consultant and Writer, advait.xyz

July 2012 – 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
- Branding, collateral, and launch strategy for an [organic milk startup](#)

Managing Editor, [Cooper Street Journal](#)

March 2014 – Jan 2016

- Defined a house style and line-edited chosen work
- Published [four volumes](#), structuring layouts and designing covers

Founder and Publisher, Stories Ink

July 2011 – June 2012

- Created a writing service to craft memories of clients into stories
- Edited and produced books for [private companies](#)

Writer and Manager, [Synapse](#)

April 2008 – June 2011

- Integrated 360° campaign, driving 2.1 million trials for [Office 2010](#)
- [Original content](#) evangelizing cloud computing in Indian businesses
- Edited an [online newsletter](#) reaching 5000+ employees monthly
- Acquired new business from [IBM](#), [HP](#), McKinsey, and Landmark

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