

Prachi Gokhale

Senior Copywriter

BLUE BUFFALO/GENERAL MILLS, Freelance Senior Copywriter (March 2022-February 2023)

(Digital, Social, OLV, Print)

Senior Copywriter on all Blue Buffalo sub-brands, collaborating with cross-channel teams on Social, Digital, and Print strategy and execution.

MERCATO, Senior Copywriter (May 2021-January 2022)

(Video, CRM, Digital, Social, Print)

Brand Voice Lead and Chief Copywriter for Brand, overseeing brand guidelines and taking concepts from ideation to execution across channels such as Social, Digital, CRM, and Print. Collaborated with cross-functional teams to hone in on strategic insights that brought the Mercato story to life across multiple touchpoints.

BECTON DICKINSON, Freelance Senior Copywriter (2017-2021)

(Print, Digital, Social)

Lead Writer on the BD Global team for the *Difference of One* campaign. Tasked with executing the campaign nationally and internationally across multiple business units, working with stakeholders from BD Interventional and BD Life Sciences to develop targeted content for clinicians (HCP) and direct to consumer (DTC)

SOURCE, Senior Copywriter (2016-2017)

Accounts: Subway Restaurants (TV, Radio, Print, Social, Digital, OOH)

Investors Bank (TV, Radio, Print, Digital, Social)

Wise Snacks (OOH, Print)

Chief copywriter on all brands, leading the creation and execution of big ideas across multiple platforms including TV, Radio, Print and OOH.

Independent Creative Consultant (2010-2016)

Accounts: BMW (Print)

MINI Cooper (Print)

SIGMA GROUP, Copywriter (2007-2010)

Accounts: Panasonic (Print, Digital)

Delonghi (Print)

OGILVY ONE, Copywriter (2006-2007)

Accounts: Reynolds

HSBC

YOUNG & RUBICAM, Copywriter (2004)

Account: Sony

TRINITY COMMUNICATIONS, Boston, Copywriter (1998-2001)

Accounts: Boston Ballet

YMCA

Pine Street Inn