

Nainika Kapoor

630 1st Ave, 10016 | +1 9174979656 | nainikabkapoor@gmail.com | www.nainika.net

EXPERIENCE

HAVAS VILLAGE – New York, United States

Junior Copywriter

July 2022 – Present

- Conceptualized and created multi-faceted and high impact campaigns for 10+ clients including TD Ameritrade, *Lotto.com*, *New York Presbyterian*, *Lincoln Financial*, and *JBL*.
- Spearheaded ideation and execution of over 15 digital/social concepts for TV, radio, social media, and OOH campaigns while collaborating with an expansive team.
- **Cannes Young Lions International Festival Finalist 2024** in film category.

AMAZON PRIME – New Delhi, India

Assistant Director

February 2021 – May 2021

- Managed and planned comprehensive production schedules over a rigorous 6-month schedule streamlining workflows and improved team efficiency for **International Emmy-winning show *Made in Heaven***.
- Conducted actor workshops, refining performances and ensuring alignment with the show's creative vision.
- Supervised scripts, ensuring continuity and consistency throughout seven episodes, directly enhancing narrative cohesion.

McCann World group – London, UK

Producer (Intern)

June 2020 – July 2020

- Facilitated client relations and on-set expectations during production for campaigns, ensuring seamless communication, while enhancing overall client experience and project efficiency.
- Collaborated with clients, including *Vanish*, to align on creative vision and manage budgeting expectations.
- Conducted talent acquisitions from 30 directors, while gaining in-depth knowledge of post-production workflows.

FOR THE CULTURE – New Delhi, India

Creative Director

January 2019– March 2019

- Pioneered innovative ad campaigns for a new fashion brand launch; managed ideation, production, and execution phases, resulting in increase in online engagement.

DISNEY STAR NETWORK – Mumbai, India

Content Acquisitions Intern

June 2017– August 2017

- Analyzed box office trends and provided actionable insights forecasting accuracy and aiding strategic decision-making for future releases and adaptations.

RECOGNITION & LEADERSHIP

Cannes Lions International Festival of Creativity Young Lions US Finalist- New York, United States

March 2024

Developed a one-minute film campaign emphasizing the A100 list and achievements of the Asian Pacific community, placing among the final 5 teams nationally.

Thespians Honor Society President- New Delhi, India

August 2017- May 2018

Led a group of 50 students in an internationally recognized society for those who perform meritorious work in the theater arts.

EDUCATION

NEW YORK UNIVERSITY – New York, USA

September 2018- May 2023

Bachelor of Arts, Film and Television, Dramatic Writing (Tisch)

Minor in Business of Entertainment and Technology (Stern)

ADDITIONAL

Technical: Premiere Pro, Adobe Photoshop, Illustrator, Lightroom, After Effects.

Languages: Fluent in English, Hindi; Conversational Proficiency in French