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ASH MAHTANI

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WHO I AM

I'm a senior copywriter with over a decade of experience working with major brands, including Bank of America, Blizzard/Activision, Campari, Hershey, Comedy Central and many more. I also have the eyebrows of a supervillain.

WHERE I'VE WORKED

TPN, New York City – Senior Copywriter

JANUARY 2020 – PRESENT

- Wrote physical and digital point of sale copy for Bank of America, Campari Group, Hershey, and multiple new business pitches
- Responsible for conceiving, pitching, copywriting, proofing, and directing VO talent in an agency environment

Loot Crate, Los Angeles – Director of Copy

FEBRUARY 2015 – OCTOBER 2019

- Wrote copy for web, email, ads, videos, product descriptions, magazines, blogs, social media, customer support, pitch decks and more
- Developed brand copy guidelines for the parent company and its 20+ sub-brands
- Handled the customer-facing messaging for ownership transition in 2019

Firestarter Videos, Los Angeles – Production Manager

APRIL 2013 – FEBRUARY 2015

- Liaison between clients and animators, responsible for proofing storyboards, managing timelines, customer support, audio mixing, and writing press releases as needed.

Self, Various – Freelance Copywriter

MAY 2012 – PRESENT

- Wrote copy for clients including Blizzard/Activision, BlueCat Screenplay Competition, Infinite Comix and more.

MY EDUCATION

Emerson College, Class of 2012 – BA: Writing for Film & TV

Boston, MA

MINOR: Advertising & PR

MY SKILLS

Copywriting, copyediting, screenwriting, blog writing, creative writing, comedy writing, basic SEO, Microsoft Office, Microsoft Teams, JIRA, FinalDraft, Basecamp