

Introducing a teacher, professor, guitarist, pianist, drummer, vocalist, copywriter,
artist, developer, creative director, and founder:

Ashwin Anand

Personal Vite:

Mobile: +91-9620931299

Portfolio: Behance.net/AshwinAnand

Volunteer Work:

Inlingua

World Music Professor

The echoes of my music teaching experience resounded in the walls of Symbiosis Institute of Business Management, Electronic City. And I had finally made the shift from a mere school teacher to a college professor.

My students learnt to read and write classic jazz compositions as we rolled back time in the lecture hall. They learnt the complexities of sheet music, while understanding how to write a dissertation in styles like Bhangra, Chutney Music, and Hindustani Classical. The lectures quickly translated into the creation of bands and choirs that not only create original compositions, but also win all the fests and competitions they enter around Bengaluru, placing first.

I encouraged the students with positive affirmations even when they second-guessed themselves and their talent. But fortunately, we've always placed first, so I never had to lecture them about how it's okay to take second or third place. I wish these little composers, lyricists, and instrumentalists nothing but the best as they enter the real world with a song in their hearts. And a zest in their attitude that should take them places.

Expressions

Music Teacher

Music always kept me busy. And the love for it drove me to Primus Public School to teach the young minds how to express themselves best with the power of music. Over the past year, I shaped the students' hearts and minds with lyrical masterpieces accompanied by an original music score composed by me.

With over forty songs learnt in a single academic year, the school was in a position to rock their annual day, and win numerous prizes and accolades for their institute.

Helen O' Grady

Theatre Teacher

After a wonderful training session at Euro School Whitefield, where I taught the students the magic of plays, like Aladdin, I was posted in Ekya School JP Nagar to train the summer batch.

The students learnt how to create a radio play using their voices as their talent. Following which, we had a showcase with original soundtracks for a play known as, "The Voices from Silent Valley". This captivating play took our audience into the jungles of Kerala where a group of Australians encountered a lion. But unlike the American folks who would get their guns blazing at the first sight of fear, we taught the travellers ahimsa; the non-violent way to solve their problems.

The students formed an arrow using their bodies to scare the lion back into its den so they could enjoy the Onam festival, riding their boats, and dancing to the Melam beat, having conquered their fear of wild animals.

Capstone High School

Musical Theatre Teacher

From the first grade to fifth, we taught the students "Cats!" - A Broadway musical that helps young artists learn the art of dramatic dancing, singing, instruments including guitar, keyboard, drums, and violin.

The older students from grade six to eight were taught visual art forms like mime, freeze frame, improv, and Natya Shastra along with instrumentalization, vocalization, dance, prop creation, stage lighting, micing, and background art to equip them with the required skills to put a play called "Young Frankenstein".

Torrins Academy

Western Vocals Teacher

Eight hours a day, I worked at Euro School Whitefield. I enjoyed the company of over sixty music teachers who had come here from across India to get trained in the arts of teaching children how to fall in love with music. I remember the massive library, and a whole lot of instruments, and working with little musicians who proudly showed up to class wearing their FC Barca Academy jersey.

Kafka Academy of Performing Arts

Public Speaking Teacher

Joined as a summer volunteer, but the noblest profession in the world stole my heart. **Schools:**

Polaris International School - Hoskote

Whitefield Global - Speech and drama

Mount Litera Zee School - Whitefield

Gear - International and Sarjapur

Arunodaya English High School - First standard to twelfth

Rotaract Club

Government School Teacher

I taught coloring in Kannada, did you know that gray color is budu banna? I didn't think so.

Business:

Xnap Creative

Founder

Nirmal's Glassism - Website development

Art-E Fact - By Pallavi and Uthkarsh Bharucha

Tangerine Art Space - Website development

Winkl - Influencer marketing, YouTube and

LearnInk - Website development, founding team

AutoPad - Website Development

Travlor - Website Development

PeppUpp - Website, brand guidelines, packaging

Absmart Advisors - Website Development

Beaut! - Website and Instagram

EvoFlx - Website and Instagram page

DRDO - Quantum Radar Research

Collaborations:

Moshi Moshi LLC

Copy Lead & Senior Social Media Strategist

Colive - Social media tone, style, copy, script, creative direction, and strategy

Psych Associates of Maryland LLC - Script, pitch, social media strategy, planning, blogs, team handling, copy review, creative strategy, and client servicing

Try Karte Hai - Outbound blogs content and review, SEO analysis, keyword research, keyword integration, article planning, newsletters, email marketing

Esteem Group - Social media marketing and strategy, SEO, blogs, emailers, and planning

Goofy Tails - Branding, logo, social media creatives, brand book, competitor analysis, research, packaging, pitch work

Columbia Altius - Positioning statement - The tallest building in E-City, social media creatives, strategy, planning, taglines, and slogans

ZeroPay - Social media campaigns, launch creatives, blogs, copy and content ideation, strategy, and app content, UI/ UX writing, tagline, slogans, and email marketing

Biesse - Product descriptions for website, content planning, video creation, script, animators, event creatives, and social media

Bambrew - Social media planning, brochure, and content strategy

Capital Now - Pitch deck, social media strategy, creative planning, and execution

Supply6 - Guerrilla marketing, ideation, strategy, email marketing, SEO, and

Sleepy Panda - Blogs and content

Social Elixir Creative Director

Turbo Car Care - Social media planning, strategy, development, photography, creative, branding, videos, and reels

Cafe Hustle - Branding, social media creatives, offline collaterals, photography, moodboard, and storyboards

Media Moments Insight Pvt. Ltd. Senior Copywriter

Bhartiya City - Social feed, Leela Residences launch collaterals, website, posters, banners, video shoots, and strategy

TCL Technology - IPL campaign, theme song, social media creatives, IPL host script, content, and events

IFFALCON - Social media feed, offers, brand promotions, and in-store collaterals Reliance Trends

Footprint Social media feed, instore branding, campaign strategy, and branding

Pink Lemonade Communications Copywriter

Ford - The Fuller Life - Wall branding

Walmart - Walmart Labs India - Sparkplug Hackathon event, social feed, and video

InfoVision - Website and UI/UX

Elite Foods - Millet Xpress - Social media, blogs, mascot creation, and research

Clover - Website, digital, and offline collaterals

DNF - Product names, branding, and packvertising

The Nut Makers - Social media and in store collaterals

JrnyOn - Competitor analysis, social media management, brand voice, tone, and style creation

Mphasis - Internal communication

Sankalp Square - Brochure

Prudent - Insurance Brokers - Airtel culture video

Gadgeon - Web Cardio - Holter monitor video

Quest Media Productions Global Copywriter

Happilo Nuts - Shoot and video collaterals

Hobnob.Space - Social media

The Waffle Press - Social media management

KNS Developers - Social media, microsite, and offline collaterals

Cisco Technologies - Event and stall creatives

Tata Coffee Limited - Sustainability brochure

Bhima Jewellers - Superwoman - Social media

Origami Creative Concepts Junior Copywriter

Brown Apron - Blogs, recipes, and award-winning offline

collaterals CII - YI - Event management and collaterals for

Future. Now.

Unibev:

Oakton Scotch whisky - Mascot creation and surrogate advertising

L'Affaire Brandy - Social media creatives, surrogate advertising, ideation, and

shoot

General Electronics (GE) - Greeting Cards

Accenture - Internal
communication

Xafari - Brand positioning and tagline (Take a detour)

Stayying.com - Brand positioning and tagline (No strings attached!)

Bob's Bar - Research and brand positioning

Motherhood - Radio jingles and videos ·
RSA - Insurance

Absolute Barbeque - Social media and in-store collaterals

CREDAI - Blogs and news

Dentsu Webchutney

Junior Copywriter

Flipkart - Created and managed an award-winning campaign called

Flipstakart Swiggy - Snapchat and Insta-story content creation

Google Pixel - Launch collaterals

Melorra Diamonds - Brand positioning and social media

Hercules Cycles - Website and social media

Awards and recognition

Big Bang Award - Best outdoor poster advertisement for Brown Apron

The Abby Award - Most innovative use of social media for Flipkart