

Cyril Vatteli

28-06-1990

Mumbai

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A writer, director, and producer with 12+ years of work experience which spans journalism, advertising, micro-fiction, and promo production.

WORK EXPERIENCE

JULY 2018 - PRESENT

Associate Creative Director – OAP (On Air Promos) JioStar YME Division

Responsibilities:

- Ideating, scripting, directing, producing, and occasionally editing shoot-based, animated, and footage-based promos for JioStar's YME division - which includes MTV India, English TV show channel Colors Infinity, and English movie channel Star Movies.
- Wrote, directed and produced the main launch promos for MTV Hustle 03, Roadies 20, Splitsvilla Season 15, and currently working on Splitsvilla 16's launch promo - all of which are marquee MTV properties.
- Wrote, directed, and edited a comedy vertical micro-drama spanning 22 episodes of 1 minute each.
- Wrote and directed a mini animated series called CC Papa for the now defunct Comedy Central India.

DEC 2017 – JUN 2018

Associate Manager – Creative with HGSi, part of the Hinduja Group

Responsibilities:

- Writing and ideating duties for new businesses
- 360 degree ideation for brands like Auxilo Finserve (a student loan provider), and Berger Paints which includes scripts, social content, website content, etc.

JAN 2017 – DEC 2017

Senior Copywriter with OgilvyOne Worldwide, Mumbai.

Responsibilities:

- Digital and social duties for Vodafone India's consumer and B2B business, along with its internal communications.

APR 2015 – JAN 2016

Copywriter with Publicis Beehive.

Responsibilities:

- Social media content, campaign ideation, and blogs for Fabindia, Tourism Malaysia, Opium Eyewear, Being Human Clothing, Opium Eyewear and more.

JUN 2013 – APR 2015

Correspondent with financial news-wire agency Cogencis Information Services Ltd.

Responsibilities:

Writing analytical business and finance pieces and interviewing top management from conglomerates and smaller businesses.

Covering live events like the announcement of quarterly results of companies.

APR 2013 – MAR 2013

Intern with technology magazine Digit.

Responsibilities:

Writing feature articles on technology, videogames, and science.

AWARDS WON

Gold - Best Reality Promo Promax Asia 2020 - Sharktank Zoom Call

Silver - Best Reality Promo Promax Asia 2022 - Inventor Challenge CFE Promo

Baby Blue Elephant - Kyoorius 2023 - Inventor Challenge CFE Promo

ACADEMIC QUALIFICATIONS

PG Diploma, Xavier Institute of Communications 2013

Bachelor of Mass Media, G.N. Khalsa College, Matunga 2012

HSC S.K. Somaiya Vinay Mandir, Vidyavihar 2009

ICSE Shrimati Sulochanadevi Singhania High School 2007
