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Hitesh Shettigar

Copywriter | Screenwriter

A seasoned writer with 13 years of experience in turning human insights, pop culture references, and memes into engaging content pieces for premiere brands like UpGrad, Xiaomi, etc. But my expertise predominantly lies in the OTT segment, where I served brands like Netflix and JioHotstar. My longest stint was with The Glitch, as an Associate Creative Director for Netflix India's social media channels, while also contributing on the title marketing front. In my recent term with JioHotstar, my contributions were mainly for title marketing and ICC Cricket Tournaments.

..... *Work*

Jr. Copywriter | Origin Beanstalk Creative Consultancy
2012 - 2013

Brands: Mid-Day, Eureka Forbes, Sunteck Realty

Sr. Copywriter | Wat Consult
2013 - 2014

Brands: Nikon, Mother Dairy, Grover Wines

Intern | JWT, New York
2015

Brands: Advil

Sr. Writer | The Glitch
2017-2021

Brands: Netflix, Xiaomi, UpGrad

Creative Producer | Netflix
January - April 2022

Creative Communications Manager | JioHotstar
October 2022 - March 2025

..... *Education*

Bachelor in Mass Media
Maharshi Dayanand College, Parel
2008 - 2011

Miami Ad School
Copywriting
2013 - 1025

..... *Languages*

English
Hindi
Marathi

..... *Awards*

Kyoorius: Netflix, Money Heist Mask
Kyoorius: UpGrad, Khud Ke Liye, Short Films
Pro Max Asia: JioHotstar, Pop Kaun Web Series