

 hiteshshettigar91@gmail.com  
 Versova, Mumbai

 hitesh-shettigar.com  
 +919619889939

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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.

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### ..... *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