

# Vijay Joy

COPYWRITER

[vijayjoyjoy@gmail.com](mailto:vijayjoyjoy@gmail.com)  
+919980300477 mobile

## Experience

Sr. Creative Director

**TBWA**

Mumbai  
Mar 2019 - Jan 2021

Creative Director

**Happy Mcgarrybowen**

Bangalore  
Feb 2012 - Mar 2019

Group Head - Copy

**TBWA**

Mumbai  
Apr 2011 - Nov 2011

Creative Supervisor

**Contract Advertising**

Mumbai  
Sep 2009 - Apr 2011

Senior Copywriter

**DDB Mudra**

Bangalore  
Jan 2008 - Aug 2009

Copywriter

**Ogilvy**

Bangalore  
Dec 2006 - Dec 2008

---

Assistant Director (Ad films)

Bangalore  
Sep 2003 - Oct 2006

## Thoughts N Action

### Education

Class 10

**Don Bosco High School**

---

Class 12

**CMS College**

---

Graduation - B.Sc Visual communication

**St. Thomas College of Arts and  
Science**

---

PG Diploma in Television Production

**University of Hyderabad**

---



## Awards (2009-2017)

Silver Integrated for Yo Bykes, ABBYS '09

Bronze - Print Campaign for Yo Bykes, ABBYS '09

ABBYS finalist - Print Campaign for Rohan Builders, ABBYS '09

Bronze - Integrated for Yo Bykes, Pepper Awards '09

Bronze - Ambient media for Yo Bykes, Pepper Awards '09

EMVIE for Best Media Innovation 2007 events - Kathalaya - Festival of Storytelling

Ogilvy Hero Awards - Campaign of the Year, Silver, Kathalaya – Festival of Storytelling

Bronze Abby at Goafest 2013 for Ola Cabs 'Kahaan Ho Tum?' Radio Spot

Silver at [exchange4media.com](http://exchange4media.com) Golden Mikes for Ola Cabs in Single Commercial category

National Bronze at afaqs FoxGlove 2015 for Lee 125 years in Exhibition category

National Gold at afaqs FoxGlove 2016 for Ola Air in Digital – Online Integration category

National Gold at afaqs FoxGlove 2016 for Ola Air in Digital – Best use of Social Media category

National Silver at afaqs FoxGlove 2016 for Ola #ChaloNiklo in Direct Response TV category

Silver Abby at Goafest 2016 for Ola Boat in Best Use of Experiential category

Gold Abby at Goafest 2016 for Ola Boat in PR – Corporate category

In-Book nomination D&AD Kyoorius 2016 for Ola Boat in Use of Experiential Marketing category

In-Book nomination D&AD Kyoorius 2016 for Ola Boat in Activation Campaign category

In-Book nomination D&AD Kyoorius 2016 for Ola Boat in

Earned Media – Large Business category

Special Brass Elephant at Kyoorius D&AD 2016 for Ola Boat in Creativity for Good category

In-Book nomination D&AD Kyoorius 2017 Digital / Direct Response Ola-Drunk tweets

Bronze Abby by Goa fest 2017 for Drunk tweets- Ola Digital Craft - Use of Copy category

Bronze Abby at Goa fest 2017 for Drunk tweets- Ola Direct Response

Digital Silver Abby at Goa fest 2017 for Drunk tweets- Ola Social Media – Content

Gold for AdGully – Digixx 2017 for Ola #DoYourShare- Digital Marketing Excellence – Content category

Gold for AdGully – Digixx 2017 for Ola Drunk tweets- Digital Marketing Excellence – Transport category

Silver for APAC Consumer Engagement 2017 for Ola Drunk tweets- Digital Marketing – Creativity category

Gold for APAC Consumer Engagement 2017 for Ola Drunk tweets- Digital Marketing – Innovation category

Gold for Pepper Awards 2017 for Ola Drunk Tweets- Copywriting category

Gold for Pepper Awards 2017 for Ola Drunk tweets- Creative Use of Social Media category

Olive Crown Silver 2017 for Ola #DoYourShare- Digital category

Happymgb Hybrid (offline+ digital) Creative of the year 2017

---

vijay joy

[vijayjoyjoy@gmail.com](mailto:vijayjoyjoy@gmail.com)

+919980300477 mobile