

Rishabh Malik

Creative Lead | Copy Lead

My only focus: Helping companies create the best possible ads & brand creatives.



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📍 Bangalore

WORK EXPERIENCE

Creative Lead

Leap

09/2022 - Present

Achievements/Tasks

- Managed both the copy and design teams
- Saw end-to-end creative development process, from planning, writing to production, and final editing
- Wrote winning ad scripts that saw a 30-40% reduction in CAC, and static image ads that saw 3X more conversion
- Onboarded and managed content creators for UGC videos
- Tracked FB/IG/YT ad performance metrics & optimized the creatives for maximum results

Senior Copywriter

Leap

10/2021 - 09/2022

Achievements/Tasks

- Hired & Managed the entire copy team
- Created Leap's Brand voice
- Built the creatives tracking system on Asana and streamlined the entire copy to design process
- Worked on a variety of creatives (from performance ads to emails) for multiple teams at Leap-- both in Edtech & Fintech

Freelance Copywriter

Upwork [↗](#)

03/2019 - 10/2021

Achievements/Tasks

- 20+ successful copywriting projects to date.
- Became a top-rated copywriter on Upwork.
- Worked with multiple international clients including Tanrevel, Expat.com, Skinroller, Remake, and more.
- Work portfolio includes building a brand voice, writing creative About Us copy, crafting high-conversion landing pages, running successful e-mail marketing campaigns and much more.

EDUCATION

Integrated Masters in Physics

NIT Surat

Courses

- Activities and societies: E-cell, NIT Surat. TedX, NIT Surat.

SKILLS

Creative Management

Copywriting

Marketing

Advertising

Video production

Design

PERSONAL PROJECTS

TEDxSVNIT [↗](#)

- Got Approval from TEDx to hold the event in our college-- for the first time.
- Ideated the event theme (Stop&Think).
- Planned & Designed all the event collaterals.

Caption Life [↗](#)

- Ideated & illustrated comics as a personal project
- Grew account to 11k+ niche followers

ArtiSell [↗](#)

- Our team worked on an android app: A two way marketplace connecting village artisans and city buyers.
- Designed the UI/UX of the project in a short span of 30 hours at InOut hackathon.

GoRun [↗](#)

- Our team worked on designing a running app that provides information and suggestions based on user's running statistics.
- I was responsible for ideation and complete UI/UX design of the app in 30 hours hackathon timespan.

BookBar [↗](#)

- The project was started to help students barter their literary books within the NIT Surat community.

ACHIEVEMENTS

Certificate of appreciation for English excellence by HRD minister Smriti Irani

Awarded winning certificate by Civil Engineering Society of SVNIT for designing Eco-campus

Indian Air Force National Quiz Finalist

Engineering watch fellowship scholar

INTERESTS

reading old classic ads

writing daily insights

illustrating comics

discovering new movies