

# TEJAS ANJANKAR

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COPYWRITER & CONTENT STRATEGIST



# HI!

My name is Tejas and I am a copywriter with 5 years of experience!

I specialise in crafting powerful stories that engage, influence, and move people to action, with my expertise in storytelling, copywriting, and social media strategy.

I have a Masters in Mass Communication and a PhD in the pipeline!

I have created more than 100 ad copies, several long-form and short-form video scripts & worked with more than 25 organisations.

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## STORIES FROM PEOPLE I WORK WITH

Working with Tejas is very delightful, the professionalism in his work and the presentation is specifically what impressed me. He is very dedicated and hardworking which are a few qualities that are hard to find now-a-days.

**Tejas Patil, Elementec**

**(Content creator with more than 1M followers)**

With Tejas' strong understanding of advertising nitty gritty's, working with him becomes extremely easy. Our dedication towards the quality of the work is preserved with the content that Tejas has created for us. We have worked on several projects with him and look forward to a long and healthy association.

**Pushpak Bhandekar,  
Nutshell Ideas**

**(Advertising & Brand  
Communication)**

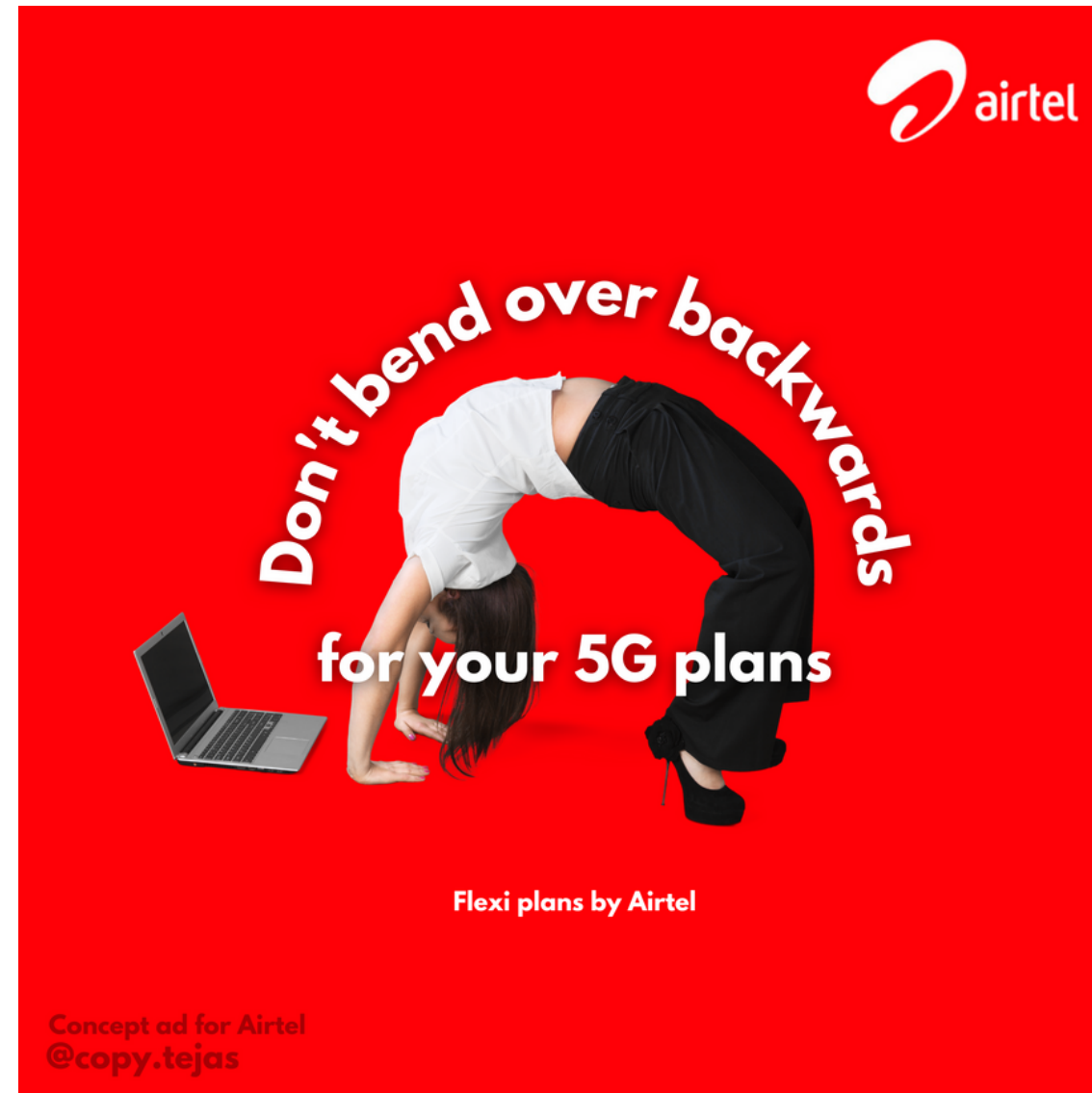
We have been working with Tejas for more than 3 months now and we would recommend him too! Prompt communication, and quality content every time, are ensured.

**Harshavardhan  
Patil,**

**School of Creativity**



# COPIES THAT I HAVE WRITTEN!



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# COPIES THAT I HAVE WRITTEN!



~~TRIAL AND ERROR~~  
**DO IT IN  
ONE GO!**

Concept ad for Cars24  
@copy.tejas

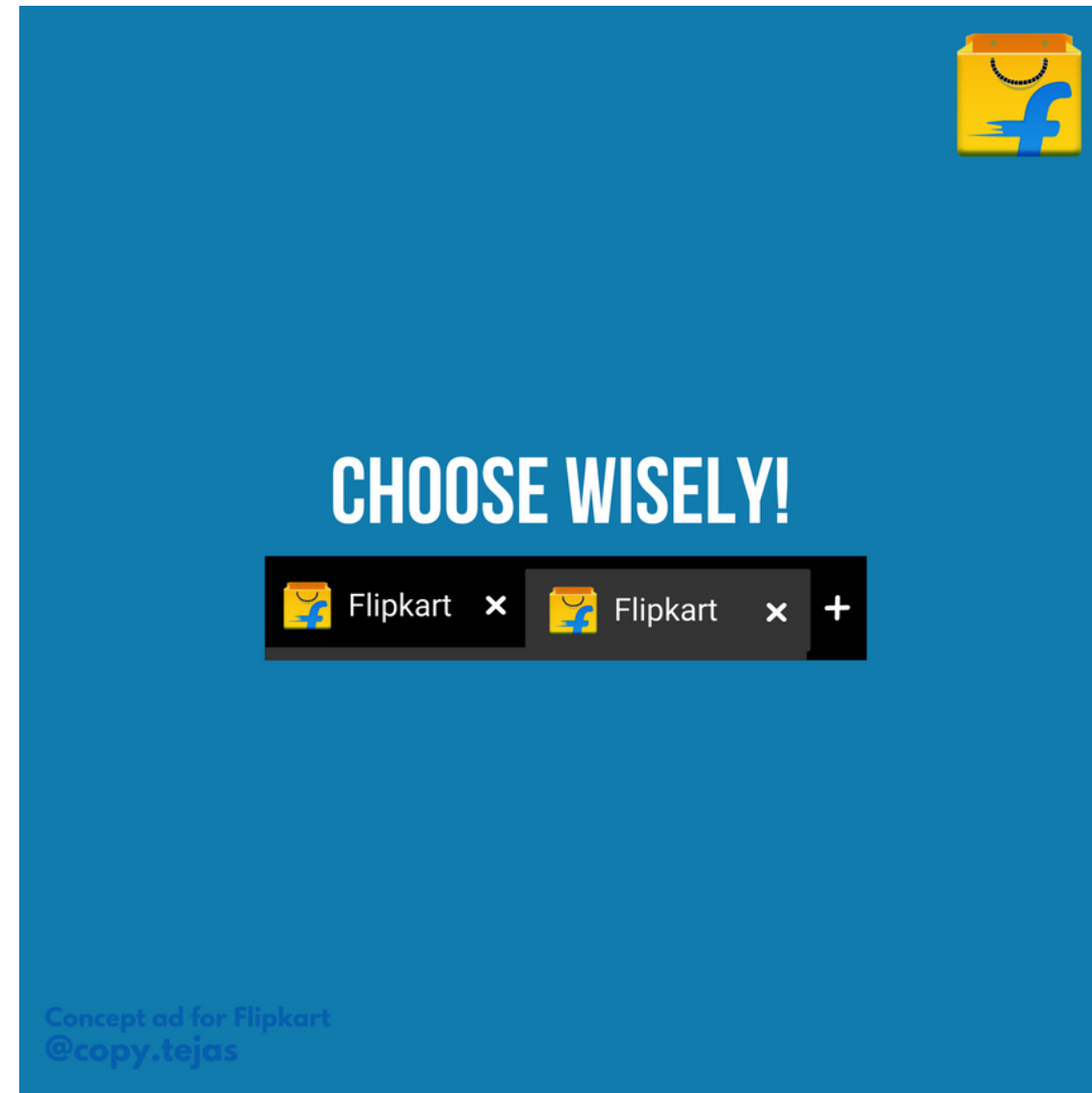


**TA NA NA RI  
PIZZA AAYEGA  
DOMINOS HI!**

Concept ad for Dominos  
@copy.tejas



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**THE H IN  
GROWW  
IS FOR  
HASSLES**

Concept ad for Groww  
@copy.tejas



**HIRECT IS DIRECT  
DIRECT  
TO YOUR NEW BOSS**

Concept ad for Hirect  
@copy.tejas

# COPIES THAT I HAVE WRITTEN!

instamojo

Explaining relatives  
what do you do for a  
living may be difficult

**GETTING PAYMENTS  
ONLINE IS NOT!**

Concept ad for Instamojo  
@copy.tejas

BRITANNIA Treat  
**JIMJAM**

**PACK OF MEMORIES**  
Jam & Cream biscuits FREE!

Concept ad for JimJam  
@copy.tejas





# COPIES THAT I HAVE WRITTEN!



lenskart

There is light at the  
end of the tunnel!

**BUT IS IT AN  
ONCOMING TRAIN?**

Concept ad for Lenskart  
@copy.tejas

Anti-glare glasses from Lenskart


Maggi

Masala  
e  
Magic

**GHAR KI YAAD  
KA TAGDA ILLAJ!**

Concept ad for Maggi Masala-e-magic  
@copy.tejas

# COPIES THAT I HAVE WRITTEN!



**THERE ARE PLENTY  
OF FISH IN THE SEA**

**TRUST US  
WE HAVE  
CHECKED!**

Concept ad for NGC  
@copy.tejas

**OLA**

**THE ELECTRIC  
WITH BALLS!**



Concept ad for Ola  
@copy.tejas

# COPIES THAT I HAVE WRITTEN!



**HANGOUT**  
FOR THE INTERNET OG

Concept ad for Reddit  
@copy.tejas



# COPIES THAT I HAVE WRITTEN!



**ALL OUR CARS ARE  
JUST THE SAME**

**SAME TRUST • SAME CREDIBILITY**



Concept ad for Suzuki  
@copy.tejas

*truecaller*



**WE KNOCK  
BEFORE THEY DO!**

Concept ad for Truecaller  
@copy.tejas



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# COPIES THAT I HAVE WRITTEN!



URBAN MONKEY®

**THE MIRROR  
TO YOUR  
PERSONALITY**  

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**PERSONALITY  
TO YOUR  
THE MIRROR**

Concept ad for Urban Monkey  
@copy.tejas



**SLEEP LIKE A...**  
**zzz**

Concept ad for Vicks  
@copy.tejas



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# COPIES THAT I HAVE WRITTEN!



**FITS JUST  
EVERYTHING!**  
EVEN YOUR EMOTIONAL BAGGAGE

PHOTOCOPY?  
**YOU MEAN  
XEROX!**



# COPIES THAT I HAVE WRITTEN!



**SOME PEOPLE JUST  
CAN'T GET TO THE POINT.**

**WE CAN!**  
**SKIP AD ▶**

**Reminder**  
There is no mute button at the office.

[Oh! Crap](#) [Download Zoom](#)



Concept ad for YouTube  
[@copy.tejas](#)

Concept ad for Zoom  
[@copy.tejas](#)

## VIDEOS THAT I HAVE WRITTEN



Why Would I Buy POCO X5 Pro - Full Review after 1 month | Elementec

84K views • 2 months ago



VIVO X90 with Pro Features - Vivo X90 Unboxing and Review

5.4K views • 2 months ago



Why Would I Buy POCO X5 5G? | Under 20k smoothest performance?

1.6K views • 3 weeks ago



Top 5 Best Laptops Under 60000 | Don't Miss These 5 Best Laptops under 60000 | MARC...

75K views • 2 months ago





# BRANDS SOCIAL MEDIA CONTENT BREAKDOWN



## Man Matters App

one-stop digital wellbeing and telehealth platform solutions for men health & wellness.

515K followers in Instagram  
3.2k posts

## Issue-specific Awareness Content

Content that address men's health issues.

This redirects immediate clients towards their app.

## Solid effective call-to-actions

The call to action all over the Instagram page are skillfully crafted to direct the users to purchase a consultation.

## Relatable Content

In form of memes and reels  
This helps the brand maintain the following that they have built.

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# BRANDS SOCIAL MEDIA CONTENT BREAKDOWN

## Direct Product Ads

Ads that talk about Parle-G.  
Even with the popularity of the product, this keep it fresh in the minds of the followers

## Parle G Official

Official Instagram page for Parle  
G Biscuits.  
79.6K followers in Instagram  
1.3K posts

## Topical Content

With the versatility of the product,  
topical content keeps the interaction high and product content relevant



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## SOME SUCCESS STORIES!

Helped instant photo booth rental business to generate ₹2 lacs per season from ₹25k per season with social media copy.

Developed content for more than 30 websites from almost all fields.

An active part of an ad agency that helps brands make over 100 crores a year!

Created names for more than 10 successful and thriving brands

Created launch copy for digital skills training institute that helped the institute generate revenue of ₹3 lacs in the first two weeks of the launch.

Developed brand name for an Indian ethnic wear chain that planned to function in central India. The store has recently opened its third branch.

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# INDUSTRIES I HAVE WORKED WITH!

- Cryptocurrency
- Engineering
- FMCG
- Health & Wellness
- Food & Beverage
- Fashion
- Events
- Education



# SOCIALS & CONTACT DEETS!

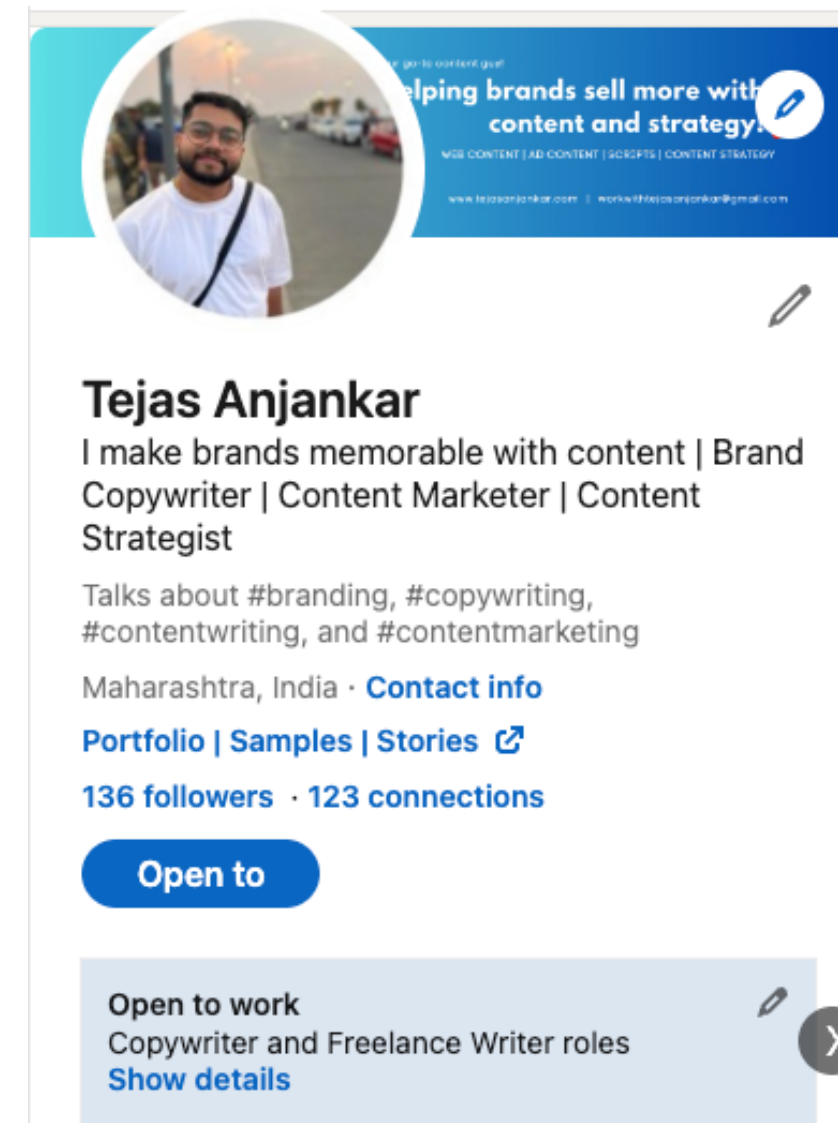
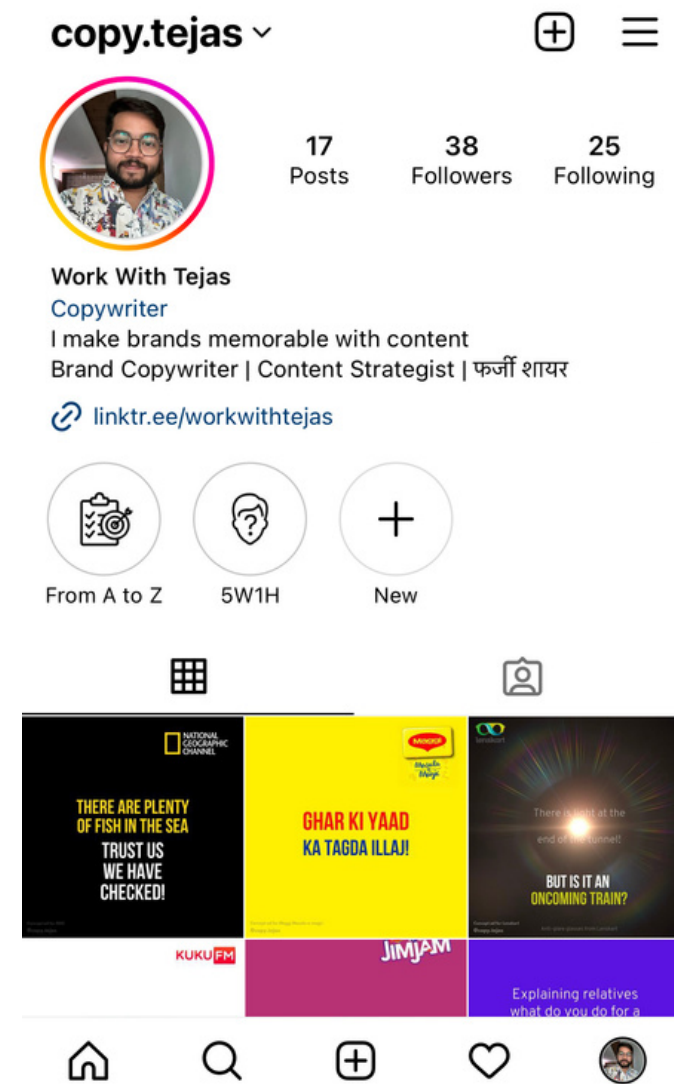
## Contact details

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THAT'S ALL FOLKS!

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THANK YOU!

