

GOOGLE DRIVE EXPANDED EDITION | 2026

DANESH DESHMUKH

Copywriting & Content Writing Portfolio

Scripts, campaigns, event communication, travel storytelling and long-form content.

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Writing shaped for the channel and the audience.

12+ years creating ideas and copy across agency, freelance and founder-led work.

- AV and video scripts with visual direction
- Emailers, countdown campaigns and travel communication
- Event show flows, environmental copy and branded experiences
- Website, social and long-form personal writing
- Sectors including automotive, events, hospitality, travel and corporate communication

SAMPLE STATUS

This portfolio presents selected working copy, campaign routes and published personal writing.

Where final production artwork is unavailable, copy is shown in a clean editorial format. Drafts are not presented as performance results.

Confidential contact details and placeholders have been omitted.

A writer across formats

01 CORPORATE FILM

AV scripts and supers

02 CAMPAIGNS

Emailers and countdowns

03 EXPERIENCE

Itineraries and event copy

04 BRAND VOICE

Environmental and motivational lines

05 CAUSE-LED

Conceptual campaign writing

06 LONG-FORM

Travel and social commentary

ICE 2.0 - I Commit & Ensure

Leadership Conclave 2026 | Corporate film script with supers, visuals and organisational pillars.

PLAY TO WIN

Success is never given. It is chased and conquered.

AMBITION / HUNGER

Champions never wait for opportunities. Their hunger makes them play and win the game.

THINK DIGITAL

Because the fastest way forward is to think ahead of time - to think digital.

COLLABORATE TO WIN

Together we can achieve victory. Together we can conquer the market.

CLOSING SUPER

Ambition drives us. Commitment defines us. Passion glorifies us.

Words designed to move with visuals

01

OPEN

Elite sport imagery establishes ambition and competitive hunger.

02

ACCELERATE

Data, analytics and preparation shift the story into digital thinking.

03

INNOVATE

Testing and engineering imagery supports future-focused behaviour.

04

UNITE

Relay, pit-crew and team-play moments make collaboration tangible.

05

LAND

Victory imagery resolves into the event promise and brand colour.

Mercedes-Benz & Aditya Birla Group

Selected work from the public writing archive | AV structure, supers and product-explainer copy.

MERCEDES-BENZ LANDMARK CARS

2023 recap AV

A concise achievements film pairing supers with production direction across facility launches, AMG experiences, customer deliveries and premium events.

“We did it all in 2023. Our journey in excellence has just begun. See you in 2024.”

FORMAT | AV script + visual cues

ADITYA BIRLA GROUP

ABG Connect explainer

Launch narrative and guided walkthrough for an employee app designed to centralise Event & MICE planning.

“Magic on your fingertips” - a one-stop solution designed around reliability, accessibility and ease.

FORMAT | Product explainer + navigation script

Airbnb & Ashok Leyland

Tone adaptation across family engagement, recognition events and automotive storytelling.

AIRBNB | 5 DAYS TO GO

**Get ready for a day of pure kiddie bliss at
Airbnb Kids@Work Wonderland!**

ASHOK LEYLAND | THEME ROUTE

ACE - Aspire. Conquer. Excel.

ASHOK LEYLAND | THEME ROUTE

**Wheels of Victory - Driving Towards
Excellence.**

WHY THESE SAMPLES MATTER

The Airbnb sequence uses playful, parent-friendly anticipation copy. The Ashok Leyland routes combine naming, strategic rationale and visual direction - showing concept development beyond the final headline.

Castrol Technology Day

Corporate stage script developed for a leadership and innovation programme involving Castrol, bp India and Tata Motors.

SELECTED OPENING

“Today, we as an organisation will be celebrating technology and will shed light on how Castrol and bp India are working together towards integrating technology and innovation with sustainability.”

The complete script manages speaker handovers, ceremony cues, applause lines, topic transitions and closing direction.

DELIVERABLE

Run-of-show stage copy

CONTENT SKILLS

Executive introductions | Speaker transitions |
Ceremonial cues | Technical topic framing | Closing
notes

FORMAT | Emcee / leadership script

Rise of the Invincibles - Malaysia

A connected copy system spanning pre-departure, destination, environmental and post-event communication.

3 DAYS TO GO

From island escapes to iconic destinations, an extraordinary experience awaits.

1 DAY TO GO

The bags are packed. The excitement is rising. The next chapter is ready to begin.

THANK-YOU MAILER

Thank you for being part of the journey. Until we rise again.

WEATHER & PACKING GUIDE

Pack smart. Travel confidently. Rise of the Invincibles.

DND MAILER

Currently unplugged and exploring paradise.

A voice carried through the venue

Welcome and motivational copy designed for physical touchpoints.

WELCOME

Where iconic skylines meet extraordinary experiences.

LEADERSHIP

You don't follow the path. You lead it, Invincibles.

MOMENTUM

Walk with purpose. Roar with confidence.

LEGACY

Your journey speaks of legacy. Your roar speaks of victory.

Turning logistics into a journey

Selected itinerary language for multi-batch travel across Kuala Lumpur and Langkawi.

BATCH 1

The First Wave of Invincibles - The Adventure Awakens.

BATCH 2

A Spectacular Experience Awaits - The Chapter Begins.

BATCH 3

Get ready to soak in the beauty of two magnificent destinations.

Sample itinerary section

RISE ABOVE THE ORDINARY

Take your adventure to new heights with the iconic Langkawi Cable Car experience. Witness breathtaking views, spectacular landscapes and create memories from above the clouds.

WINCREDIBLES - London & New York

Destination copy, countdown messaging and final-hype film routes.

TIMES SQUARE

Experience the energy of the world's most iconic tourist destination.

LONDON EYE

Capture breathtaking views of the city aboard the world-famous London Eye.

1 DAY TO GO

The enchanting magic of NYC awaits you - WINCREDIBLES.

FINAL HYPE FILM

Pack your essentials, grab your passport and get ready for an iconic trip celebrating your achievements to London.

Mondelez - Kovalam

Dress-code, countdown and preparation copy for a coastal celebration.

NIGHT 1 - COASTAL CHIC

Let us together create a vibe. Own the night in your Coastal Chic ensembles.

NIGHT 2 - BLACK & BLING

Because winners always shine together. Add a touch of glamour in Black & Bling.

3 DAYS TO GO

From sunlit days to sparkling nights, it's all just around the corner.

WHAT TO PACK

The countdown is on. It's time to get ready. Here's everything you will need for a memorable time in Kovalam.

Cause-led copy and visual thinking

Selected early-career campaign concepts from the personal archive.



Female foeticide awareness



Child labour awareness



Women's Walkathon emailer

Archive work demonstrates the ability to develop concise campaign hooks around sensitive social themes.

The Reigning Rains of Daman

Published personal commentary | WordPress | 5 August 2019

EXCERPT

“Waves came crashing at our seashore and threw back at us what we had been feeding them for months.”

A first-person commentary that begins with the romance of monsoon rain, then shifts into civic accountability, plastic waste and the consequences of everyday behaviour.

The piece demonstrates voice, observation, local relevance and the ability to move from scene-setting into argument.

FORMAT

Blog / commentary

THEMES

Daman, monsoon, flooding, civic responsibility and plastic waste

READ ONLINE

daneshdeshmukh.wordpress.com

A blog built around place, people and reflection

Public archive spanning 2012-2019.

The Reigning Rains of Daman



Social commentary | 2019

Festival of HOLY



Travel and culture | 2018

India Today



Opinion writing | 2017

The Ringing Bells



Narrative writing | 2016

Daman - A mystical land of history, love & beauty



Destination writing | 2015

My Words Speak My Subsistence



Cause-led writing | 2012

From brief to final line

01

UNDERSTAND

Objective, audience, channel

02

FIND

Core thought and voice

03

WRITE

Routes, structure and rhythm

04

REFINE

Feedback and accuracy

05

ADAPT

Channel, format and production

Where Danesh can contribute

SCRIPTWRITING

AV films, launch videos, event openers

CAMPAIGNS

Concept routes, countdowns, emailers

EVENT CONTENT

Show flows, supers, environmental copy

BRAND CONTENT

Websites, collateral, social content

EDITORIAL

Blogs, articles, destination writing

CONTENT SYSTEMS

Tone, adaptation and multi-touchpoint messaging

TESTIMONIALS

Writing trusted by creative and communications leaders

Selected extracts from public LinkedIn recommendations by people who worked with Danesh.

"He is calm, patient and an extremely good copywriter. His feedback always made my work 10x better. Beyond the craft, he taught me how to think like a copywriter and push for the best version of an idea."

Toral Pathak

Creative Director | Brand Comms & Content Strategy

Reported to Danesh directly | LinkedIn, May 2026

"Danesh contributed to communication campaigns by providing strong content, copywriting and creative direction. He combines clear messaging, creative design and strong execution, consistently delivering crisp, high-quality work."

Geo Sebastian

Social Scientist

Worked closely with Danesh | LinkedIn, May 2026

LET'S CONNECT

DANESH DESHMUKH

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Available for permanent, fixed-term and contract opportunities | Full New Zealand working rights