

ATIN AHLUWALIA

GROUP CREATIVE DIRECTOR (COPYWRITER)



PORTFOLIO LINK

<https://www.atinwalia.com/>

CONTACT

+91 9599904363

atin37@gmail.com

Gurgaon, India



BIO

It's been 14 years in the industry, but my motto has remained the same since day one: make work that people feel, remember, and relate to, everything else follows. I've led multi-disciplinary teams to win new business, scale brands, and build ideas that travel. I believe in combining strong brand thinking with the right mix of storytelling, innovation, and technology to create work that shapes culture and sets new benchmarks across categories.



WORK EXPERIENCE

McCann WORLDGROUP (McCann 2) **SEPTEMBER 2025 TO PRESENT**
GROUP CREATIVE DIRECTOR
BASED IN DELHI

- Brands: KFC, Hilton, Centrum, Vivo

Led the launch of KFC Dunked with the crave-worthy Awesome Saucesome platform, introduced the VIVO X200T by foregrounding its high-speed productivity and 20X zoom in culture-first ways, and refreshed Centrum Recharge (A GSK product) to restore relevance and momentum.

LEO (PREVIOUSLY LEO BURNETT) **SEPTEMBER 2022 TO SEPTEMBER 2025**
CREATIVE DIRECTOR
BASED IN DELHI

- Brands: 7UP, Doritos, IndusInd Bank, Niva Bupa Health Insurance

Disruptively launched an integrated campaign for Indie from IndusInd Bank (Finance App) during the ICC Men's Cricket World Cup 2023. Brought back 7UP to North India after 16 years with a super duper refreshing campaign featuring Ranbir Kapoor and Rashmika Mandanna.

OHI LEO BURNETT **NOVEMBER 2017 TO MAY 2022**
ASSOCIATE CREATIVE DIRECTOR
BASED IN MUSCAT, OMAN

- Brands: Suzuki, GMC, Bank Muscat, Oman Oil, Geely Automobiles

HAVAS WORLDWIDE **FEBRUARY 2016 TO OCTOBER 2017**
CREATIVE SUPERVISOR
BASED IN DELHI

- Brands: Durex, Mortein, Veet, Horlicks, Crocin, Boost, Eno

MULLEN LOWE LINTAS GROUP **AUGUST 2012 TO JANUARY 2016**
COPYWRITER
BASED IN MUMBAI

- Brands: Johnson's Baby, OLX, Firstcry.com, Hindustan Times, Google, Wills Lifestyle, PolicyBazaar.com, One Touch Blood Glucose Meters



EDUCATION

B.COM (HONOURS IN ECONOMICS) **2012**
SD COLLEGE | CHANDIGARH

AWARDS WON

