

# Chaitanya Deshpande

copywriter & communication designer

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 /in/chaitanyad

i'm a communications designer, strategist, and writer. For over 13 years, i've put my creativity to work across a variety of mediums — from traditional print work to digital experiences, learning & development, and film, to create experiences and conjure the greatest emotional impact. My interests include working at the intersection of communication, learning and development, storytelling, design, and digital media.

## Work Experience

### Co-Founder & Partner

**Content Conspiracy** (Vadodara, IN) *April 2018 - Present*

Visual Communication | Creative Strategy | Creative Content Design | Editorial Design  
Learning & Experience Design | Copywriting | Project management | Workflow Management

### Manager — Research & Content

**LXL Ideas** (Bengaluru, IN) *March 2015 - September 2017*

Digital Learning Content | Content Gamification | Experience Design | Training & Facilitation  
Curriculum Development | Film & Media Production | Organisational Communication

### Lead — Communications & Marketing Strategy

**PromptCloud** (Bengaluru, IN) *July 2014 - January 2015*

Content Writing & Management | Content Marketing | Brand Communication | Link Building  
Domain Blogging | Social Media Marketing | Website Management & Analytics | Pitch Deck Design

### Assistant Manager — Corporate Communications

**Panchshil Realty** (Pune, IN) *May 2012 - July 2014*

Corporate Communications | Media Relations & PR | Brand Management | Copywriting  
Internal Communications | Proofreading & Editing

### Content Writer

**GaneshSpeaks** (Vadodara, IN) *August 2009 - February 2010*

Content Writing | Editing | Copywriting | Project Management

## Skills

### Writing

Copywriting  
Editing & Proofreading  
SEO Writing  
Content Strategy

### Design

Creative Art Design  
Graphic Design  
Logo & Identity Design  
Editorial & Print Design  
Photography

### Software

Adobe Illustrator  
Adobe Photoshop  
Affinity Designer  
Affinity Publisher

## Education

### PGDM in Management (Communication)

FLAME University (Pune, IN) 2012

### PGDM in Fermentation, Distillery & Wine Tech

Gargi Agriculture Research & Training Institute (Nasik, IN) 2008

### Bachelor of Science in Zoology (Honours)

The Maharaja Sayajirao University of Baroda (Vadodara, IN) 2006

## Other Experience

### Co-Chairperson — Communications Committee

Ultimate Players Association of India (UPAI) *November 2020 - Present*

Organisational Communication | Creative Strategy | Social Media Strategy | Graphic Design  
Stakeholder Communication | Public Relations | Partnerships | Spokesperson

### Design & Content Lead

TEDxLavelleRoad *August 2017 - December 2017*

Event Communications | Event Experience Design | Event Identity Design | Social Media Design  
Environment Design

### Consultant — Content

Investonomix *March 2017 - August 2017*

Content Writing | Video Script Writing | Video Storyboarding

### Writer — Popular Science

Brainwave — Play with Science! *June 2015 - September 2017*

Content Writing | Creative Visualisation | Editorial Design

### Features Writer & Consulting Editor

Meet the City *July 2014 - August 2016*

Features Editor | Story Contributor | Editorial Design

### Lecturer — Winemaking, Microbiology, Fermentation Technology

Gargi Agriculture Research & Training Institute *July 2008 - December 2008*

Teaching | Curriculum Design | Lesson Planning | Classroom Management | Instructional Design

## Workshops & Outreach

### Facilitator & Trainer

The Writing Lab *2018, 2019, 2020, 2021*

Workshop Design | Learning Design | Learning Experience Design | Assessment

### Exhibition Demo & Volunteer — Science Outreach

Moth Day, National Centre for Biological Sciences *2017, 2018, 2019*

Science Communication | Public Outreach | Event Experience Design | Demonstration | Quiz Master

### Senior Trainer & Workshop Facilitator — Public Speaking

Expressions Society *2017*

Workshop Design | Curriculum Design | Learning Experience Design | Assessment

### Poster Design — Science Conference

Sympotein IX — Bioinspired Designs *2011*

Poster Design | Copywriting

## Publications

### Anatomy Explorers: a Pilot Science Outreach Exchange between Bangalore and London

Leigh Wilson, Celia Pym, Thushara Thomas, Chaitanya Deshpande, Richard Wingate

*Dept. of Anatomy and MRC Centre for Neurodevelopmental Disorders, King's College London*

## Interests

#sciencefiction #ultimatefrisbee #photography #memes #popularculture #literature #birdwatching  
#football #gaming #boardgames #languages #museums #naturalhistory