

ABHINANDAN TEJASWI

Creative Director

Creative Technologist / AI Product Builder / Storyteller

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PROFILE

Creative director with 20+ years across television, advertising, digital, brand storytelling, performance and voice. Now building products and practical AI-assisted tools, with the same attention to the idea, the script and the finished work.

CURRENT PRACTICE

StyleLock / Creative technology

Founder / AI Product Builder | April 2026 - Present

- Building StyleLock, starting with hairstyle recommendations and barber-ready cut cards.
- Shaping product direction, brand, user flows and launch content, alongside hands-on AI-assisted development.
- Making generative video, product demos and working prototypes for creative and practical use.

EXPERIENCE

Network18

Associate Creative Director | January 2013 - March 2026

- Led promos and integrated brand campaigns for CNBC-TV18, Forbes India and CNBC Awaaz/Bajar.
- Shaped launch communication for CNBC-TV18 Prime and CNBCTV18.com.
- Wrote launch films, promos, anchor scripts and topical campaigns across business news, markets and special programming.
- Mentored the creative team and brought AI-assisted tools into the workflow.

Star India / Channel [V]

Promo Writer | 2010 - 2013

- Wrote promos, tune-in campaigns and branded content for Channel [V].
- Developed brand integrations and scripts with the pace and voice of youth entertainment.

EXPERIENCE / CONTINUED

CNBC-TV18 & Cell18, Network18

Senior Scriptwriter & Producer | August 2009 - March 2010

- Wrote and produced on-air promos for CNBC-TV18, and scripted TVCs, PSAs, corporate films, vignettes and client integration spots for Cell18.
- Built integrated promo campaigns across print, on-air and digital for Budget 2010, Overdrive Awards and CNBC-TV18 / Moneycontrol milestone communication.

OgilvyOne Worldwide (Ogilvy & Mather)

Senior Copywriter (Digital) | September 2006 - August 2009

- Wrote digital campaigns, microsites, banners, social, virals, AVs and EDMs for brands including Hutch, Vodafone, Emirates, Lipton, Bru, Asian Paints and IBM.
- Co-created Vodafone ZooZoos digital work and contributed to recognised campaigns including Vodafone Global Creative Gold and Abby Silver.

Tata Motors

Graduate Engineer | 2004 - 2006

- Worked in strategic sourcing for Tata Nano power-train components.
- Built a grounding in engineering, systems and operations before moving into creative work.

SELECTED RECOGNITION

LinkedIn India Creator Accelerator Program 2022

Selected as 1 of 100 participants from 3000+ applications.

Network18 I-INNOVATE Special Jury Award 2025

Content Innovation

Network18 Spotlight Award 2025

May & June

ENBA Promo Gold 2020 / Effies Gold / Abby Silver

ACTING & VOICE

On-camera acting and multilingual voice work across advertising, corporate films, promos, narration and international feature film dubbing.

Languages: English, Hindi and Kannada.

SKILLS

Creative direction / Brand and content strategy / Copywriting and scriptwriting / Campaign development / Team leadership / AI-assisted product building / Creative technology / Generative video / Voice and performance

EDUCATION

B.Tech, Mechanical Engineering

Malviya National Institute of Technology, Jaipur / 2004