

# Arafat Kazi

617-784-1817  
[arafat.kazi@yahoo.com](mailto:arafat.kazi@yahoo.com)  
[cargocollective.com/arafatkazi](http://cargocollective.com/arafatkazi)

## Profile

I am a conceptual copywriter with strong digital skills. I believe in social media and a brand's open interaction with consumers, and this informs my creative solutions. I believe that the role of advertising is to satisfy the deepest of our emotional needs. For that reason, I believe that the right creative comes from a fantastic insight.

I have played drums for a famous rock band in Bangladesh, anchored a TV show that broke records with its exceedingly low viewership, and survived typhoid and malaria.

My portfolio is available at [cargocollective.com/arafatkazi](http://cargocollective.com/arafatkazi).

## Education

*Boston University* | Master of Science in Advertising; focus on Copywriting, 2010.

*Boston University* | Bachelor of Arts in English, 2009.

## Work Experience

*Crispin Porter Bogusky* | Copywriter intern

*June 2011-Present*

I have been working on Microsoft, Windows Phone, Old Navy, and Jell-O Temptations.

*Mullen* | Copywriter intern

*April-June 2011*

I worked on JetBlue, Zappos, Barnes & Noble NOOK, and the Mullen brand.

*Various agencies* | Freelance copywriter

*December-April 2010*

I have worked with Amp Agency in Boston and Bitopi Leo Burnett in Bangladesh on new business pitches.

*Bitopi Leo Burnett | Creative Group Head*

*November 2007-October 2008*

This was a very small shop, so I worked on everything. We all did. I helped launch Marlboro in the Indian subcontinent and worked on the Djuiice (cellphone) relaunch. I also worked on GrameenPhone (cellphone), Sensation (condoms), Kazi & Kazi (tea), Radio Foorti (FM station), BRACBank, and the Bitopi brand.

*Radio Foorti | Producer*

*January 2006-March 2007*

My main job was to build and maintain the music database with another producer. I also made jingles, station IDs, radio commercials, and audio/music promos. I love making radio ads.

*Bitopi Leo Burnett | Copywriter*

*March-December 2005*

I worked mainly on GrameenPhone, Djuiice, Sensation, Radio Foorti, and the Bitopi brand.

*Daily Free Press | Columnist*

In 2003, I wrote a humor-based weekly column called *300 Lbs and Rising*. When I returned to Boston University in 2009, I picked up where I had left off and for a semester, wrote the column *27-Year-Old Senior*.

I also write freelance for various blogs and publications like *The Boston Phoenix* and *TheNextGreatGeneration.com*.