

# MEETI SHROFF-SHAH

Author, Writing Coach, Creative Consultant

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As a copywriter, content writer and now, author, my core job has remained unchanged for the last twenty years. I'm in the business of telling stories and I believe that whether you're selling soap or plotting a mystery, the ask is to arrive at a human truth and deploy it in the most persuasive, authentic and entertaining manner possible.

## PROFESSIONAL EXPERIENCE

### Freelance Creative Consultant

- Launch campaign for BookMyShow Stream - 2021
- Copy for Awakeful Experiences, Hillcart Tales - 2019
- Ad film scripts for Hopscotch, clothing brand - 2018
- Ad film scripts for Heinz at VML India - 2017
- Copy & Content for Clap Global, a travel and education based start-up. 2015 - 2018
- Creative consultant with Razorfish on their New Zealand Tourism Board project - 2014

### DDB Mudra, Mumbai

Associate Creative Director, 2011 - 2013

- Conceptualized award-winning, multimedia campaigns for Emirates Airlines.
- Mentored junior writers in creating digital content and social media activation for Emirates Airlines
- Helped launch Economic Times Wealth and GoodFood Magazine in India. Conceptualized and developed press and outdoor communication to build and establish the brand.
- Developed print campaigns for Lavasa, Idiva & GoodHomes Magazine

### Rediffusion Y&R, Mumbai

Creative Partner, 2004 - 2009

- Copy for campaigns, websites, brochures, e-mailers, scripts for ad films and tradeshow AVs for Taj Hotels Resorts & Palaces and Singapore Tourism Board (STB).
- Conceptualized and executed films & radio spots for the launch of Colgate Ayurveda and Colgate Active Salt
- Helped re-launch Reliance General Insurance's homeowners' line of business with award-winning film.
- Developed mission statement, brand guideline book and print, ambient and public service campaigns for DB Realty
- Spearheaded pitches for BE Home (Retail-furnishings), Canara Robeco Mutual Funds, & Birla Sun Life Financial Services,
- Mentored junior writers on building brand identity for Taj Hotels, Resorts & Palaces and STB

## RECOGNITION

- 3 Bronze ABBYs for Emirates campaign at GoaFest, 2012
- 1 Bronze ABBY for Reliance General Insurance film at GoaFest, 2007

## PUBLISHED WORK

### Books

- The Mumbai School for Murder (Joffe Books, UK, Bloomsbury, India) 2025
- A Matrimonial Murder (Joffe Books, UK, Bloomsbury, India) 2023
- A Mumbai Murder Mystery (Joffe Books, UK, Bloomsbury, India) 2021
- Do You Know Any Good Boys? (Pan Macmillan, India) 2016

### Short Fiction

- The Ladies' Tailor (Ellery Queen Mystery Magazine) 2025
- The Baraat (The Hachette Book of Indian Crime Fiction) 2025
- A Ruby Sun (Midsummer Mysteries from the CWA) 2024
- Gulmohar House (The Hachette Book of Indian Detective Fiction) 2023

### Essays & Articles

- Not Without My Theplas (Conde Nast Traveler, India) 2019
- The Dependent Housewife (The Wall Street Journal) 2010
- Istanbul: Of Public Acts in Private Places (Mint Lounge) 2014
- Old Quebec: The French Connection (Mint Lounge) 2013
- San Juan: The Un-beach (Mint Lounge) 2013
- Cuzco, Peru: Off the Walls (Mint Lounge) 2013

## AWARDS

### Shortlisted

- CWA Whodunnit Dagger, UK, 2025
- CWA Short Story Dagger, UK, 2025
- People's Book Prize, UK, 2025
- Margery Allingham Short Mystery Prize, UK, 2024
- Times of India Author Awards, 2023

### Longlisted

- CWA New Blood Dagger, UK, 2022

## EDUCATION

### Mumbai University

Masters in English Literature, 2006

### St. Xavier's Institute of Communication

PG Diploma in Advertising and Marketing, 2004

### St. Xavier's College

Bachelor of Arts, Major: English Literature, 2003