



NIDHIKA TIPRE

Copywriter | UX Writer | Creative Writer

PERSONAL DETAILS

Contact

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8849398897

PROFESSIONAL SUMMARY

Creative and driven Copywriter with 5 years of experience in content management, copywriting, scriptwriting, editing, and crafting engaging social media content. Proven track record of conceiving, developing, and producing effective content for advertising campaigns that resonate with target audiences. Adept at translating client briefs into clear, persuasive, and original copy for various mediums including print, web, radio. Proficient in bringing ideas to life with efficient team work.

Above all, I am an art lover. In my leisure time, I engage in short film scripts, advertisement scripts, and jingles. Besides that, I have been into theatre and have bagged best actress award at the national level. Also, classical dance, especially Kathak, & stand-up poetry is something that I have been trying my hands on. My social media handles shall surely pour some poetry love as the art of creative writing keeps me going!

EMPLOYMENT HISTORY

Associate Manager - Content, PayNearby, Mumbai

03/2023 - 09/2023

- Brainstormed and collaborated with the creative team to create impactful ideas for marketing campaigns.
- Developed compelling copy for PayNearby's daily communication, product launches, advertisements, brochures, and PayNearby Radio.
- Crafted engaging and persuasive scripts, slogans, jingles, and taglines for various marketing initiatives.
- Managed content for PayNearby's social media platforms, maintaining a consistent and engaging online presence.

Copywriter, ACL Digital - (Project Reliance JioMeet), Mumbai

08/2021 - 07/2022

- Managed content for JioMeet's Website, In-App Releases, Play Store 'Whats New' Releases, Internal Sprint Releases, Error Messages, and Whatsapp Notifications.
- Conducted accurate market research to update and edit blogs for JioMeet, ensuring content relevance and accuracy.
- Created compelling ad copies, PR Articles and newsletters that effectively communicated the brand's message and value proposition.

Content Writer, DEV IT, Ahmedabad

07/2019 - 01/2021

- Crafted catchy captions for Social Media Campaigns.
- Edited image copies and blogs for in-house marketing.
- Contributed to company's Annual Report, especially in 'The Management Discussion and Analysis section'.
- With accurate market research and industry knowledge, drafted Letter to Shareholders for the Annual Report.
- Proofread and edited several Blogs pertaining to IT Trends.
- Scripted UX Content for a Chatbot.
- With a creative voice, developed in-house and client-focused SEO-based content for Websites, Social Media, Newsletters, Page Titles, and Brochures.
- Developed emails for various ESR Activities and day to day employee engagement activities.
- Email Marketing for potential clients was one of the key tasks too.

Sub Editor, Trim Meida Pvt. Ltd., Ahmedabad

11/2018 - 06/2019

- Produced over 400 news stories for a news portal, demonstrating strong writing skills and ability to adapt to various subjects.
- Developed impactful press releases that garnered media attention and effectively conveyed key company updates.
- Managed and curated in-house digital marketing content, maintaining brand consistency and enhancing online presence.

EDUCATION

Master of Arts in Mass Communication & Journalism, University of Pune, Pune

07/2016 - 04/2018

Bachelor of Arts - Psychology, Maharaja Sayajirao University of Baroda, Vadodara

08/2013 - 05/2016

SOFT SKILLS

Communication

Research & Trend Analysis

Time Management

Ability to Work Under Pressure

Tools - Sony Vegas, Adobe InDesign, Adobe Premiere Pro

Multitasking

Proofing/Editing

Ability to work in a team

Critical thinking and problem solving

LINKS

Portfolio

LinkedIn

INTERNSHIPS

Journalist, Loksatta Jansatta Newspaper

12/2016 - 01/2017

Content Producer, Red FM

12/2017 - 01/2018

ACHIEVEMENT

Theatre

Bagged National award as Best Actress