

# COVER LETTER

## **Perna Sharma, Senior Copy Lead**

Mumbai, Andheri East, Pincode - 400059

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Dear Hiring Team,

With a deep passion for storytelling and brand-building, I have had the privilege of crafting narratives and executing high-impact campaigns for some of India's top marquee brands, including Milton, VIP Industried Ltd., Eureka Forbes Limited, Indulekha, Pantaloons, Deutsche Bank, Welspun Flooring, Livon, Hubtown x 25 Residences, Movin, Nexus Malls, and more.

My experience spans across content strategy, writing, shoot direction, and client and team management, allowing me to blend creativity with business objectives seamlessly. From conceptualising multi-platform content strategies that engage audiences to directing large-scale video and photoshoots that bring brand visions to life, I thrive on transforming ideas into compelling visual and narrative experiences.

Working closely with high-profile clients, I have successfully translated their aspirations into powerful storytelling while ensuring smooth execution, streamlined workflows, and impactful results, over a span of 7 years. Whether it's developing innovative content formats, identifying emerging trends, or leading teams to deliver projects at the highest creative standards, my goal has always been to craft meaningful brand experiences that leave a lasting impression.

I would love the opportunity to discuss how my expertise can contribute to your team.

Regards,  
Perna Sharma



## PRERNA SHARMA

AUTHOR &  
SR. COPY LEAD

### PROFESSIONAL PROFILE

[LinkedIn](#) - Click  
[Portfolio](#) - Click

### CAREER GOAL

Create work that moves people, shapes culture, and makes brands genuinely meaningful in their lives, while nurturing collaborative, fearless teams where big ideas grow with passion, curiosity, empathy and purpose.

### AREAS OF EXPERTISE

- Copywriting
- Creative Direction
- Strategy
- Conducting Interviews
- Management
- Social Media Strategy
- Off-Page Optimisation
- WordPress
- Editing

## EMPLOYMENT HISTORY

### Senior Copy Lead | May 2025 - April 2026

#### COLLATERAL - THE STORYTELLERS, MUMBAI

- Developed brand communication across brochures, catalogues, flyers, newspaper, packaging, sales and launch decks.
- Created Meta/ WhatsApp posts, Amazon PDP & A+ content, ensuring cohesive messaging.
- **Brands:** Milton, Eureka Forbes Limited, VIP Industries Ltd., & Times Nation

### Creative Lead | August 2024 - May 2025

#### VIBE OUT ENTERTAINMENT

- Lead multi-platform content strategy and execution across formats.
- Direct shoots and video productions from concept to delivery.
- Act as client lead while managing cross-functional teams and processes.
- **Brand:** 25 Residences by Hubtown

### Assistant Creative Manager | February 2024 - June 2024

#### THE GOOD EDGE, MUMBAI

- On-ground campaign strategies and writing for posters, standees, emailers, brand screen, and managing the design team.
- **Brand:** Deutsche Bank

### Senior Copywriter | September 2023 - January 2024

#### CUPSHUP, MUMBAI

- 360 Advertising - Creative Strategy, Planning, SM, Print Ad & Scriptwriting.
- **Brands:** JustMyRoots, MyTatva, TatvaCare, Mantri Developers, BathXpertz, & Just Fresh.

## PROJECTS UNDERTAKEN WHILE PURSUING DEGREE

- We-Storytellers - Digital media handling (April 2021 - July 2021)
- AmplifyWorks - Medical content writing (Oct 2016 - Dec 2016 and Oct 2017 - Dec 2017)
- Three Fourth Solutions - Social media management (Aug 2017 - Oct 2017)

## PUBLISHED WORK

**Rosings of Dusk - A Poetry Book** -  
Click to view

**6 Published Blogs on Fashion** -  
Click to view

**Co-Author of International  
Journal of Science and Research  
(IJSR)** - Click to view

**Editor of 2 Interview Blogs of  
Amity University Mumbai's HOI  
2021 onwards** - Click to view

### Copywriter | November 2021 - September 2023

#### OGILVY, MUMBAI

- Ideation & Pitching
- Script Writing
- Copywriting - Social & Performance
- **Brands:** Tata Play, HUL's Indulekha, Marico's Livon, Nexus Malls, Welspun Flooring, Welspun SPACES (Pitch only), Pantaloons, and MOVIN

### Fashion Journalist | April 2020 - December 2020

#### SHILPAAHUJA DIGITAL MEDIA, CHENNAI

- Research, Writing, WordPress Setup, & Online Advertising
- Editing interns' articles

### Content Writer | Dec 2018 - Jan 2020

#### RAVEN DIGIMARK, NOIDA

- Travel Blog Writing
- Film Reviewing
- SEO Writing

### Digital Media Intern | June 2018 - Aug 2018

#### BEYOND99, MALAYSIA

- Facebook and Instagram page handling of pages like China Southern Airlines, Huntmer, Roberto Coin Italy, and more.
- PowerPoint presentation making
- Off-Page SEO

## ACADEMIC HISTORY

### **Amity University, Mumbai (2019 - 2021)**

Master's in Film, Television, & Radio - CGPA 8.47

### **St. Xavier's College, Kolkata (2018 - 2019)**

PG Diploma in Mass Communication and Public Relations - 75%

### **The Bhawanipur Education Society College - Calcutta University (2015 - 2018)**

Bachelor's in English Honors

### **St. Thomas' Girls' School, Kolkata (2013 - 2015)**

Class 12

### **St. Thomas' Girls' School, Kolkata (2011 - 2013)**

Class 10

### **NIHT Digital Marketing (2018 - 2019)**

Digital Marketing - Grade A

### **Content Marketing, Online (2025 - 2026)**

University of California, Davis

## EXTRA CURRICULAR ACTIVITIES

- Global Goals Run by AIESEC - 5 kms
- Women's Pinkathon - 5 kms / 10 kms
- Kolkata Police Marathon - 10 kms
- Tata Steel Marathon - 5 kms
- Amity University Mumbai - Visual Aesthetics Photography Project
- St. Xavier's College - Short Interview Acting Shoot for Videography Class
- **Hobbies** - Singing | Painting | Poetry | Interior Design | Fashion & Jewellery Styling