

## **HI, I'M A COPYWRITER.**

I've worked in creative agencies for 13 years, writing for everything from banks to biscuits, scooters to skincare.

**I do digital, branding, B2B, advertising** — whatever the brief calls for. Long copy, short copy, copy that doesn't sound like copy.

I like writing that's clear, precise, and occasionally clever (but never trying too hard). I also like detective fiction, Indian philosophy, and keeping a Tumblr art blog that no algorithm can ruin.

**If it needs thinking and writing, I'm usually interested.**

# PERSONAL DETAILS

*NAME* Bhairavi Parikh

*SEX* Female

*AGE* 43 years

*DATE OF BIRTH* 28<sup>th</sup> November, 1981

*ADDRESS* 5, Sunshine, 78-B, Dr. Annie Besant Road,  
Worli, Mumbai 400018, Maharashtra, INDIA

*MOBILE* +91 98218 99441

# WEBSITES

*COPYWRITING* <https://www.thecopywriter.in>

*PHOTOGRAPHY* <https://bhairaviparikh.com>

*ART CURATION* <https://bpartcuration.tumblr.com>

# EDUCATION

*DIPLOMA* I graduated top of my class at the Shari Academy, Mumbai, in June 2004 with an Award in Fine Art Photography.

*DEGREE* I received a B.A. in English Literature with a First Class, from St. Xavier's College, Mumbai, University of Mumbai in April 2002.

*GRADUATION* I graduated from Greenlawns High School (Warden Road), Mumbai, in March 1996 through the I.C.S.E. board.

# INTERESTS

- Art
- Detective Fiction
- Science Fiction
- Indian Philosophy
- Poetry
- Long walks
- Bicycling
- Yoga
- Bowling
- Paragliding

# COPYWRITING & IDEATION SKILLS

| <i>DIGITAL</i>  | <i>ADVERTISING</i>   | <i>BRANDING</i>   | <i>B2B</i>   |
|---|--|---|--|
| Blogs   | Brand Campaigns - idea-driven, multi-channel   | Corporate Communication   | Franchise Sales Brochures  |
| Social Media posts  |  | Brand Story   | Franchise Business Manuals   |
| Emailers  | Anthems & Anthem Scripts   | Brand Naming  | Franchise Flyers   |
| Website Copy  | Campaign Platforms   | Brand Guidelines  | Photo Caption Copy   |
| Web Content   | Campaigns  | Brand Manifestos  | Sales Dockets  |
| Landing Page Copy   | Integrated Campaigns across traditional, digital, experiential & social  | Brand Tagline / Slogans   | B2B-Focused Websites & Landing Pages   |
| App & Mobile Copy   |  | Brand Film Scripts  | Lifecycle Email Sequences - Cold outreach, lead nurturing, onboarding, upsell/cross-sell, re-engagement; personalised or segmented for Roles |
| UI / UX Microcopy   | Experiential Copy for installations, stunts, activations, signage, instructions, AR experiences, on-site interactions etc. | Mission, Vision & Purpose Statements  |  |
| SEO-friendly copy   |  | Core Values   |  |
| Trending & Creative Hashtags  |  | Packaging Copy  |  |
| Whatsapp Copy   | Print  | Press Releases  |  |
| SMS Copy  | TVC  | Word Banks  | Sales Enablement - One-pagers, Sales decks, Pitch scripts, Leave-behinds, Sales playbooks  |
| Performance Marketing Copy  | AV Scripts   | Word Clouds   |  |
| YouTube Pre-Roll Scripts  | Radio  | Tone of Voice Guides  | Case Studies   |
| Digital / Social Ad Copy  | OOH  | Rebranding Copy   | White Papers   |
| Digital Banners   | Brochures  | Voice-Driven UI Copy & Microcopy  | E-Books  |
| Animated Explainer Video Scripts  | Visual Aids  | Positioning Statements  | Thought Leadership Articles  |
| E-commerce Copy   | Pitches  | Unique Selling Propositions (USPs)  | Feature-Benefit Breakdowns   |
| Chatbot, AI Assistant & AI Avatar Copy  | Headlines & Sub-headlines  | Reasons to Believe (RTBs)   | Product Sheets   |
| Voice Interface Copy for Alexa, Google Assistant, Siri                                    | Taglines   | Case Studies  | FAQs & Knowledge Base Copy   |
| Gamified & Interactive Content  | Slogans  | Conceptual Copy   | Demo Scripts   |
|   | Direct Response including - Infomercials, Ads, Immediate action copy   | Design Rationale Buildups   | Sales Video Scripts  |
| Conversion Rate Optimisation Copy - data-informed for A/B Testing, variants, optimisation | Posters  | Long-form Narrative content   | Tone of Voice  |
|   | Mobile Ads   | CTA Systems & Copy  | Brand Storytelling   |
|   | Branded Content  | Retail / Point-of-Sale Copy - In-store messaging, posters, shelf talkers, signage | Lead Magnets like quizzes, templates, calculators, assessments   |
| Onboarding & Product Tour Copy  | New Business Pitches   |   |  |
|   | Case Study Copy  |   |  |

# COPYWRITING & IDEATION SKILLS

## continued

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| <i><b>DIGITAL</b></i>                                | <i><b>ADVERTISING</b></i>  | <i><b>BRANDING</b></i>   | <i><b>B2B</b></i>  |
|--|--|--|--|
| Influencer Campaign Copy                             | Speculative & Proactive copy for Awards, Pitches, imagined Campaigns             | Brand World Copy - immersive brand experiences: pop-ups, installations, events | Webinar Promotion & Scripts  |
| Editorial-style Newsletters                          | One-Pagers & Decks that distill an idea into an interesting story                | AND<br>Wall text, directional signage, interactive prompts                     | Event & Trade Show Copy  |
| Sales-Driven Email Series                            | Tone-specific Advertising  | Employer Branding  | Investor Pitch Deck Copy   |
| AR / VR Copy - VR Experiences, AR Product Explainers | Real-Time / Reactive Copy  | Culture Codes  | B2B Blog Content   |
| Data-Driven / Personalised Copy                      | Narratives - episodic / serialised content or stories that live across platforms | Thought Leadership   | Internal Comms for B2B Brand - Culture, Change management, M&A, New product rollouts |
| Interactive Installation Copy                        |  | Founder's Story & Origin Story   | Industry-oriented Copy   |
| Digital Brand Experiences                            |  | Strategic Copy & Messaging   |  |
| AI Prompt Writing                                    |  |  |  |

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# ART SKILLS

*EXHIBITIONS* In September, 2007 I held my first solo photo exhibit titled FLORA. 35 fine art photographs of flowers were on display at the Centre for Photography as an Art Form, Piramal Gallery, NCPA, Mumbai 400021.

To date, I have participated in 13 group exhibitions held by the No Man's Art Gallery, the Photographers' Guild of India, the See.Me Gallery & the Pondicherry Biennale in - Mumbai, New York, Copenhagen, Amsterdam, Shanghai and Pondicherry.

*CURATION* I curate affordable art from global websites and share it twice a year on my Tumblr. I've kept the blog going for over 10 years.

# WORK HISTORY

## *AGENCY*

Schbang, Mumbai

<https://www.schbang.com/>

## *DURATION*

May 2024 to date

## *ACCOUNTS*

I am a Senior Group Creative Manager in the Business Transformation Department's Marketing Automation Team.

In addition, I liaise with the Founder's Office, as well as the Content, Theta (since dissolved) and Solutions Departments on various creative projects, briefs, pitches and campaigns.

To date, the accounts I have worked on include:

ABG Paints, Anayah Jewellery, Domino's EFL, Everest, Fevcreate, Ikonic, Jockey, Kotak811, McCain, Muster Men, Nivea, Travelopod, Repos, Repos & Tata Motors, Tanishq, Vredestein, C2C Fuji, Abbott India, Birla Opus, Birla Opus Calista, CleanMax, Lowe's, ViXii, Simpolo, Finolex Pipes, Naukri, Nerolac, and Fevicol.

## *AGENCY*

HyperCollective

## *DURATION*

April 2021 to November 2023

## *ACCOUNTS*

Worked as a Senior Copywriter. My skill set expanded from briefs that focused on Copywriting and Creative Ideating, to include briefs that required Social Media Communication, Strategic Thinking & Creative Strategy.

The range of accounts spanned Apelabs, Starbucks India, IHCL SeleQtions, Domino's India, Futuroot, Prama Hikvision, Harley Davidson, Jameson Whiskey, MobiKwik, Nescafe É, Nestea, XM, CNBC TV18's Storyboard 18 and Star Bazaar.

Worked with Senior Creatives to roll out a global LinkedIn campaign for Resense, as well as campaigns and communication for Artoreal - both of which are Nihilent IPs. I created a LinkedIn social media campaign for Success Factors.

Besides regularly creating the social media posts for the HyperCollective agency brand, I came up with platform ideas, taglines and film scripts for NTT (Nippon Telegraph and Telephone Corporation).



## ***AGENCY***

**MX Advertising**

***<https://mxadvertising.in/>***

## ***DURATION***

**April 2018 to January 2021**

## ***ACCOUNTS***

Worked as a Senior Copywriter.

The range of accounts spanned ALD Automotive, Aptech, Bachpan, Billabong High International School, Cadini, Club Mahindra, DFPCL, EuroKids, EuroSchool, Glutone, Goa Tourism, GynoVash, HDFc Life, Ivy League Education Management, Kangaroo Kids, Laxmi House of Spices, Nippon India Mutual Fund, RK Dewan, Samaro, SBI CAP SEC, Seawoods Grand Central Mall, Spacewood and SUD Life Insurance.

## ***AGENCY***

**Landor, Mumbai**

***<https://landor.com/en/>***

## ***DURATION***

**September 2017 to April 2018**

## ***ACCOUNTS***

Worked as the only Copywriter among 12 agency designers.

The range of accounts spanned 3i Infotech, ACG, Aditya Birla Payments Bank, Apollo Proton Cancer Centre, Axis Bank, Ching's Badnam Chutney, Essar Oil, Fonterra, Gampar, Godrej Nature's Basket, Hopper, ICICI Bank, IFMR Capital, John Keelle's Land, Link Natural, Conde Nast editorial, Marico, Parachute, Metro Shoes, Milkfood, Morison, NSE, Pillsbury Cookie Cake, Rivana, Samahan, Smaaash, Srishti Foundation, Sudantha, Swastha, Tata Global Beverages, TBZ, Titan, TVS Tyres, Usha, V-Guard, WGC and WNS.

## ***AGENCY***

**Umbrella Design**

***<https://umbrelladesign.in/>***

## ***DURATION***

**April 2016 to August 2017**

## ***ACCOUNTS***

Worked as the only Copywriter among 6 agency designers.

The range of accounts spanned BMC, HyperCollective, Kamala City, Mumbai Mirror, One Avighna Park, One Off, Pearson, QL LED, Ravissant, Red Bull India, Reliance Jio Garden, RPG, Set Wet, Sheraton and TAG.

## ***AGENCY***

**The K Group**

## ***DURATION***

**June 2015 to March 2016**

## ***ACCOUNTS***

Worked as a Copywriter for the Franchise group.

The range of accounts spanned Aura Thai Spa, Cafe Basilico, Chai Coffi, Fashion TV, F Bar & Lounge, F Cafe, F Club, F Designer Store, F Salon, F Spa, Food 4 Fitness, Funville, Howra Burger, Jullundhar Junction, Just Dogs, Koyla, Moh Spa, Mobile Car Spa, SFL Fitness, The Dental Arch, The Little Door and Turkish Ice Cream.

# PITCHES

- High Street Phoenix Mall
- Kothari International School
- Aditya Birla Sun Life Pharma Fund
- Gynocup
- Donear
- Photoquip
- Quba
- John Deere
- Ultimate Fighting Championship
- Alfaa Purifiers
- Armaf Perfumes
- DeBeers Forevermark
- Everest Steel Building Solutions
- Finolex Pipes Super Plumber Loyalty Program
- Gala
- Godrej Capital
- Classic Legends Motorcycles [Jawa, Yezdi, BSA]
- Neuberg Diagnostics
- Panasonic
- Pipehorn
- SuperBottoms
- Swiggy
- TCS Landing Pages
- Vredestein
- Epsilon Carbon
- Sun Mobility x Indofast Energy