

PERSONAL DETAILS

NAME Bhairavi Parikh

SEX Female

AGE 42 years

DATE OF BIRTH 28th November, 1981

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

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

WRITING SKILLS

DIGITAL COPY	ADVERTISING COPY	BRANDING COPY	B2B COPY
Blogs Social Media posts Emailers Website copy Web content SEO-friendly copy Trending & Creative Hashtags	Print ads TVC scripts AV Scripts Radio scripts Brochures Visual Aids Pitches Campaigns Headlines SMS Copy	Corporate Communication Brand Naming Packaging copy Brand Guidelines Press Releases Word Banks Tone of Voice Guides Case Studies Conceptual copy Marketing copy Design rationale buildups	Franchise Sales Brochures Franchise Business Manuals Franchise 3-Fold Flyers Photo Caption Copy Sales Dockets

ART SKILLS

SALES My fine art photography sells at <https://society6.com/bhairaviparikh>

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.

WORK HISTORY

AGENCY	MX ADVERTISING	LANDOR	UMBRELLA DESIGN	THE K GROUP
DURATION	April 2018 to January 2021	September 2017 to April 2018	April 2016 to August 2017	June 2015 to March 2016
ACCOUNTS	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 SUD Life Insurance	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 WNS	BMC HyperCollective Kamala City Mumbai Mirror One Avighna Park One Off Pearson QL LED Ravissant Red Bull Reliance Jio Garden RPG Set Wet Sheraton TAG	Aura Thai Spa Cafe Basilico Chai Coffi FashionTV 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 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

APRIL 2021 TO NOVEMBER 2023

I have been working as a Senior Copywriter at HyperCollective, where my skill set has expanded from working on briefs that focus on Copywriting and Creative Ideating, to include briefs that require Social Media Communication, Strategic Thinking and Creative Strategy.

I have worked on accounts as varied as 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.

Recently I have 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 have worked on a LinkedIn social media campaign for Success Factors. Besides creating the social media posts for HyperCollective, I have created platform ideas, taglines and film scripts for NTT (Nippon Telegraph and Telephone Corporation).