

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 clever (but never trying too hard). I also like detective fiction, Indian philosophy, and running 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 44 years

DATE OF BIRTH 28th 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 moxicab.tumblr.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	Anthems & Anthem Scripts	Brand Story	Franchise Business Manuals
Emailers	Campaign Platforms	Brand Naming	Franchise Flyers
Website Copy	Campaigns	Brand Guidelines	Photo Caption Copy
Web Content	Integrated Campaigns across traditional, digital, experiential & social	Brand Manifestos	Sales Dockets
Landing Page Copy	Experiential Copy for installations, stunts, activations, signage, instructions, AR experiences, on-site interactions etc.	Brand Tagline / Slogans	B2B-Focused Websites & Landing Pages
App & Mobile Copy	Print	Brand Film Scripts	Lifecycle Email Sequences - Cold outreach, lead nurturing, onboarding, upsell/cross-sell, re-engagement; personalised or segmented for Roles / Personas
UI / UX Microcopy	TVC	Mission, Vision and Purpose Statements	Sales Enablement - One-pagers, Sales decks, Pitch scripts, Leave-behinds, Sales playbooks
SEO-friendly Copy	AV Scripts	Core Values	Case Studies
Trending & Creative Hashtags	Radio	Packaging Copy	White Papers & E-Books
Whatsapp Copy	OOH	Press Releases	Thought Leadership Articles
SMS Copy	Brochures	Word Banks	Feature-Benefit Breakdowns
Performance Marketing Copy	Visual Aids	Word Clouds	Product Sheets
YouTube Pre-Roll Scripts	Pitches	Tone of Voice Guides	FAQs & Knowledge Base Copy
Digital / Social Ad Copy	Headlines & Sub-Headlines	Rebranding Copy	Demo Scripts
Digital Banners	Taglines	Voice-Driven UI Copy & Microcopy	Sales Video Scripts
Animated Explainer Video Scripts	Slogans	Positioning Statements	Tone of Voice
E-commerce Copy	Branded Content	Unique Selling Propositions (USPs)	Brand Storytelling
Digital Brand Experiences	Posters	Reasons To Believe (RTBs)	

COPYWRITING & IDEATION SKILLS

continued

<i>DIGITAL</i>	<i>ADVERTISING</i>	<i>BRANDING</i>	<i>B2B</i>
Chatbot, AI Assistant & AI Avatar Copy	Direct Response including - Infomercials, Ads, Immediate action copy	Case Studies	Lead Magnets like quizzes, templates, calculators, assessments
Voice Interface Copy for Alexa, Google Assistant, Siri & others	Mobile Ads	Conceptual Copy	Webinar Promotion & Scripts
Gamified & Interactive Content	New Business Pitches	Design / Logo Rationales & Buildups	Event & Trade Show Copy
Conversion Rate Optimisation Copy - data-informed for A/B Testing, variants, optimisation	Case Study Copy	Long-form Narrative Content	Investor Pitch Deck Copy
Onboarding & Product Tour Copy	Speculative & Proactive copy for Awards, Pitches, imagined Campaigns	CTA Systems & Copy	B2B Blog Content
Influencer Campaign Copy	One-Pagers & Decks that distill an idea into an interesting story	Retail / Point-of-Sale Copy - In-store messaging, posters, shelf talkers, wobblers, danglers, signage	Internal Comms for B2B Brands - Culture, Change Management, M&A, New Product rollouts
Editorial-style Newsletters	Tone-specific Advertising	Brand World Copy - immersive brand experiences: pop-ups, installations, events AND Wall text, directional signage, interactive prompts	Industry-oriented Copy
Sales-Driven Email Series	Real-Time / Reactive Copy	Employer Branding	
AR / VR Copy - VR Experiences, AR Product Explainers	Narratives - episodic / serialised content or stories that live across platforms	Culture Codes	
Data-Driven / Personalised Copy		Thought Leadership	
Interactive Installation Copy		Founder's Story & Origin Story	
AI Prompt Writing		Strategic Copy & Messaging	

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

In May 2025, I joined the Integrated Solutions - Creative Team at Schbang. Here I work with the National Creative Directors Dipshika Ravi and Huzefa Roowala; and Executive Creative Director and Head of Art, Suketu Gohel on a wide range of creative campaigns, pitches and briefs; as well as proactive briefs and BAU (business-as-usual) briefs.

I also routinely come up with proactive, creative, and innovative ideas and campaigns, independently.

The accounts include:

Aditya Birla - Corporate, Aditya Birla Louis Philippe, Amazon Prime Video, Bridgestone, Britannia, Castrol, Center Fruit, Domino's India, Fevicol, Flair Pens, Happydent, HDFC ERGO / HDFC Life, Himalaya Partysmart, Horlicks, ICA Pidilite, Indriya Jewellery, Invah, ITC Fiana, ITC Foods, Incense & Personal Care verticals, ITC Gardenia, ITC Hotels, ITC Mangaldeep, Jockey India, Jockey Woman, Kotak811, Kumari Jewels, Mattel India, Max Protein, McCain, Medimix, Milton, Mochi, MTR Foods, Nerolac, Nikon, NueGo, Nyle, Oriana, Parle Monaco, Reliance NMIIA Township, Rio, Schbang, Simpolo, Skybags Backpack, Skybags Luggage, Stayfree, Superbottoms, SuperYou, Vantara Niwas, Visa India, Voltas UMPEL, Zespri

I was a Senior Group Creative Manager in the Business Transformation Department's Marketing Automation Team from May 2024 to May 2025.

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

In the Business Transformation Team, 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, SuperBottoms, Finolex Pipes, Naukri, Nerolac, and Fevicol.

AGENCY

HyperCollective, a division of Nihilent

<https://www.hypercollective.co.in>

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*](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>

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

<https://umbrelladesign.in>

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
- Mahindra Club M
- ITC Mangaldeep
- Mahindra Cero
- Parle Monaco
- Reliance NMIIA Township