

VAISHNAVI RAI

COPYWRITER

Contact

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PROFILE

I am a copywriter, graduated from Miami Ad School, Mumbai in 2020. I am creative, intuitive and resourceful. I am enthusiastic to assume leadership positions, and prefer working in a team. A writer by trade, but prefer to express myself in as few words as possible.

EXPERIENCE

JOAN | NEW YORK | 2019 - 2020

COPYWRITING INTERN

Worked on Virgin Hotels and the Economist

OGILVY | NEW YORK | 2019

COPYWRITING INTERN

Worked on Kotex and Philips Sonicare

TBWA/CHIAT/DAY | NEW YORK | 2019

COPYWRITING INTERN

Worked on Adidas, One Sandbox and in-house creative merchandise.

J. WALTER THOMPSON | MUMBAI | 2017

INTERN

Contributed on several integrated ad campaigns undertaken by the company. Spearheaded an awareness campaign for gender pay gap

HABITAT FOR HUMANITY | MUMBAI | 2016

CREATIVE INTERN

Managed social media accounts and documented field work. Organised training programs for new employees and delegates all over the country

AWARDS

- D&AD Wood Pencil Winner (2020)
- One Show Young Ones Pencil Winner (2019)
- The Drum Chip Shop Award Winner (2019)
- Clio Award Shortlist (2019)

EDUCATION

MIAMI AD SCHOOL | 2018 - 2020

DIPLOMA, COPYWRITING

FLAME UNIVERSITY | 2015 - 2018

BA, MAJOR IN LITERARY AND CULTURAL STUDIES

SKILLS

- Creative writing
- Public speaking
- Research and concepting
- Leadership