

Ranjana Naik

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Copywriter

INFO



Address
3 Vandalay Court
Scarsdale, New York
10583



Phone
(914)-450-8271



Email
hello@ranjana.me



Website
www.ranjana.me

EDUCATION

Masters in Mass Communication
Florida International University
Jan 2017 - Aug 2018

Portfolio in Copywriting
Miami Ad School
Jan 2017 - Jun 2018

Bachelor's of Science
Advertising Major, English Minor
University of Tampa
Aug 2013 - Dec 2017

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- WordPress & SEO
- Event Planning
- Social Media
- Photography

SOCIAL



@Ranjana_



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SUMMARY

Award-winning copywriter and storyteller. Prolific in writing, advertising, and public speaking. Four years of content creation experience in the fashion industry. Writer, producer, and editor of written and visual content. Special interest in traditional and experiential fashion marketing, and editorial fashion.

WORK EXPERIENCE

Fred & Farid NY - Jr Copywriter Sept 2018 - Present
-Brainstorm copy ideas with other members of the creative team.
-Write and present copy options to the team.
-Brands: Google, HP, MetLife

Ogilvy Paris - Copywriter Intern Jul 2018 - Sept 2018
-Concept activation ideas and write copy Paris, FR
-Brands: Vittel, UNESCO, Philips Beauty

Felicité Apparel – Content Creator Aug 2017 – March 2018
- Film, direct, and produce video content for Miami, FL
television and social media
- Create unique promotional material like lookbooks, magazines etc.

Ella Bing Bowties & Accessories – Marketing Intern Sept 2016 – Dec 2016
- Photograph and edit images of new merchandise Tampa, FL
- Create weekly articles and videos on men's fashion

Red Light Public Relations – Intern Assist Jun 2016 – Aug 2016
- Assist stylists, celebrities and editors in New York, NY
the showroom
- Track clothing and accessories on loan using digital database
- Research potential clients and write press materials

BELLA New York Magazine – Intern Jun 2015 – Aug 2015
-Take photos of NY street style for BELLA's New York, NY
Instagram account
- Find sponsors for annual Celebrity Hampton's White Party
- Write a weekly blog post for BellaNYC.com detailing my experience as an intern

CollegeFashionista – Style Guru Intern Sept 2014 – Dec 2015
- Take full body and detail shots of fashionable Tampa, FL
individuals
- Write professional, error-free, and creatively detailed articles about said trendy individuals