

# Ranjana Naik

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## Copywriter

### INFO



Address  
206 Calyer St Apt 2  
Brooklyn, New York  
11222



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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

- Copywriting
- Ideation & Conceptual Thinking
- Public Speaking
- Grammar & Editing
- Production & Post-Production
- Social Media & Branded Content
- Photography
- Adobe InDesign & Photoshop

### SOCIAL



@Ranjana\_



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### SUMMARY

Award-winning copywriter and storyteller. Prolific in writing, advertising, and public speaking. Writer, producer, and editor of branded content. Special interest in traditional and experiential luxury marketing.

### WORK EXPERIENCE

Fred & Farid NY - Jr Copywriter Sept 2018 - Present  
- Conceptualize and present versatile campaign ideas to other members of the creative team.  
- Write and present copy options for all collateral adapting to various brand voices.  
- Brands: Stella Artois, Remy Martin, HP, MetLife

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

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

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

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

BELLA New York Magazine – Intern Jun 2015 – Aug 2015  
New York, NY  
- Take photos of NY street style for BELLA's Instagram account  
- Find sponsors for annual Celebrity Hampton's White Party

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