

ranjana naik

{copywriter}

/ about me

I am a female creative and Indian-New Yorker skilled in writing, conception, production, and strategy. I have a passion for working with premium and lifestyle brands.

Let's make something beautiful together:

ranjana.copywriter@gmail.com
www.ranjana.me

/ work experience

Creative Strategist, Copy

Day One Agency | April 2021 to Present

Clients: American Express and Tommy Hilfiger

Contributions: Digital strategy, ideation, pitching, scriptwriting, production, editing, music searching, trendspotting, branded content, digital marketing, social media content, e-comm, deck writing, and client communications.

Freelance Copywriter

Beauty@Gotham | December 2020 to April 2021

Client: Maybelline New York

Contributions: Ideation, pitching, scriptwriting, radio, holiday POS display, deck writing, production, editing, music searching, agency culture, and diversity + inclusion.

Copywriter

Fred & Farid New York | September 2018 to November 2020

Clients: Rémy Martin, Stella Artois, MetLife, Vistaprint, Google Play

Contributions: Ideation, pitching, integrated campaigns, pitch ideation, holiday campaign, branded content, interactive webpage, digital marketing, social media content, email marketing, e-comm, deck writing, manifesto, scriptwriting, production, editing, music searching, and agency culture.

Awards: Clios Bronze 2020

Freelance Copywriter

Ogilvy Paris | July 2018 to September 2018

Clients: Phillips Beauty, Moschino, UNESCO, MSC Cruises, Vittel

Contributions: Ideation, integrated campaign, branded assets, digital marketing, interactive activation, and pitch ideation.

/ education history

Miami Ad School

Copywriting diploma | 2017 - 2018

- > Student awards: D&AD New Blood Awards, One Show Young Ones, Creativity International Awards, Summit Creative Award
- > Hybrid program with Florida International University

Florida International University

Master's of Mass Communication | 2017 - 2018

- > Global Strategic Communication program
- > Hybrid program with Miami Ad School
- > Master's Thesis written on vintage Moschino Ads + copy
- > Content creation: Felicite Apparel, Brand Branding PR

University of Tampa

Bachelor of Science | Advertising | 2013 - 2016

- > Advertising major & Literature minor
- > Internships: CollegeFashionista, Ella Bing Bowties & Accessories, BELLA New York Magazine, Red Light PR

Certifications + More

- > Gotham Writers Workshop - Personal Essay Writing
- > Gotham Writers Workshop - Memoir Writing
- > Section4 - Business Strategy Certified
- > Section4 - Innovation Strategy Certified
- > Section4 - Viral Growth Strategy Certified
- > Section4 - Brand Strategy Certified
- > LinkedIn - Brand Strategy Certified