

PREKSHA PUNMIYA

BRAND STRATEGIST & COPYWRITER

CONTACT



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[Preksha Punmiya](#)



[Work Portfolio](#)

SKILLS

- Content Strategy Development
- Creative Writing & Copywriting
- Social Media Management
- SEO & Digital Content Marketing
- Brand Strategy & Communication
- Business Development & Client Acquisition
- Strategic Planning
- Graphic Design (Adobe Photoshop, Illustrator, Premiere Pro, CorelDraw)

EDUCATION

Bachelor of Mass Media in Advertising
Mumbai University
2015 – 2018

ACHIEVEMENTS

Published poet with:

- Swipe Pages
- Writergram
- Delhi Poetry Slam

PROFESSIONAL SUMMARY

Experienced copywriter and brand strategist with a strong focus on content development, business growth, and brand communication. I specialize in crafting compelling narratives and executing content strategies that resonate with audiences, drive engagement, and support business objectives. With expertise in social media management, SEO writing, and digital content marketing, I bring a holistic approach to brand development and have a proven track record of delivering measurable results across various industries.

WORK EXPERIENCE

Content Manager

Albatrot Online

2025- Present

- Led content strategy and execution for multiple brands, ensuring alignment with their voice, audience, and marketing goals.
- Collaborated with client servicing and strategy teams to translate briefs into clear, impactful content ideas.
- Managed and guided a team of copywriters, overseeing content development from ideation to delivery.
- Evaluated and refined all copy work across the agency, ensuring consistency, clarity, and creativity in every piece of content that goes out.
- Contributed to client pitches by shaping content direction, refining messaging, and structuring narratives to support creative strategy.

Head of Content, Strategy & Business Development

Digital Vigyapan

2023- 2025

- Led content strategy and execution for multiple brands, including website content, social media management, and SEO optimized blogs, resulting in increased brand visibility and customer engagement.
- Driven business development efforts by identifying new client opportunities and achieving a substantial increase in client acquisition through targeted content proposals and strategic pitches.
- Collaborated with clients to understand their vision and craft tailored communication strategies that align with their brand identity and marketing goals.
- Planned and implemented content marketing strategies for new client onboarding, focusing on building long-term relationships and fostering brand loyalty.

Content Writer and Graphic Designer

Fameories Business Services Pvt Ltd

2021-2023

- Managed social media content creation and website content for diverse clients, enhancing brand presence through strategic content initiatives.
- Wrote SEO-optimized blogs and digital content, driving organic growth and improving search rankings for clients across various industries.
- Logo and label designing for brands.