

ITISHREE PARMAR

Creative Copywriter

[Itishree | LinkedIn](#)
[Itishree | Portfolio](#)

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SUMMARY

Five years in the game have taught me one thing: copy is not decoration; it’s persuasion disguised as personality. I’ve learned that words are more than decoration; they are levers that move emotions, shift perceptions, and spark action. My work sits at the sweet spot where creativity meets strategy and psychology, blending storytelling with brand clarity to create voices that feel human, intentional, and unforgettable. That is where powerful copy lives: not just in what’s written, but in what’s remembered. I engineer how brands speak and how people feel. I write like I’m sitting across from your audience, reading their minds and saying exactly what they didn’t know they wanted to hear. If your brand wants to sound unforgettable, you’ve found your voice.

EDUCATION

International School of Business & Media
Post Graduate Diploma in Management | Marketing

Pune, India
July 2017 - May 2019

The Bhopal School of Social Sciences
Bachelor of Commerce | Computers

Bhopal, India
Jul 2014 - May 2017

SKILLS

Creative Skills	Copy & Content	Art & Aesthetic Sense	Strategy & Insights
• Concept Ideation • Campaign Storytelling • Integrated Thinking • Tone & Voice Crafting • Visual Storytelling	• Brand Copywriting • Social-First Ideas • Scriptwriting • Tagline System • Editorial Storytelling	• Moodboarding • Layout Intuition • Typography Awareness • Colour Psychology • Art-Copy Harmony	• Brand Positioning • Consumer Psychology • Creative-Problem Solving • Narrative Strategy • Trend Mapping

PROFESSIONAL EXPERIENCE

Copywriter
Myntra (IDEX Media)

January 2025- Present

A storyteller at heart, a strategist by mind. I write copy that not only sells but sticks. At Myntra, I shape narratives across fashion, beauty, and home.

- Translate briefs into scroll-stopping copy across the app from **sharp, punchy hooks** to immersive brand storytelling.
- Own the voice across niches and formats. Whether it's a luxe perfume drop for Tier 1 metros or a festive ethnic collection for a Tier 2 audience, **I adapt tone, vocabulary**, and cadence to connect deeply.
- Breathe life into sale campaigns, homepage stores, and seasonal takeovers with words that feel fresh yet familiar.
- Collaborate with designers to build **high-impact creatives** where visuals and copy dance in sync.
- Write for brands across the spectrum, From high-street to high-fashion — maintaining their unique TOV while aligning with Myntra’s larger vision.
- Thrive in **quick turnarounds**, multi-tasking across multiple briefs without letting creativity take a back seat.
- Think of me as part writer, part **consumer psychologist** — turning insights into ideas, and ideas into action.

SEO- Content Strategist

November 2022 - June 2024

Dime in Time Media (Penny Calling Penny)

- Scaled **blog traffic 4x in 6 months** with a story-first, SEO-smart content strategy.
- Rewrote 100+ articles with sharper hooks and persona-led insights — **ranked 20+ keywords on page one**.
- Crafted high-converting lead magnets and landing pages that **grew leads 10x** (from 50 to 500).
- Built the brand's tone of voice and **SEO playbook**, cutting approval time by 40%.
- Wrote **newsletters and emailers** using emotion-led storytelling — boosted revenue and retention.
- Partnered with design to create ad campaigns and **infographics** — lifted engagement by 60%.
- Turned expert interviews into thought leadership content that built trust and credibility.
- Tracked content performance and audience behavior to sharpen strategy and drive conversions.

Creative Strategist

Sep 2020 - Oct 2022

ALANNA

- Conceptualized and executed **persuasive copy for product launches**, increasing market penetration by 20% through clear and compelling messaging.
- Crafted **conversion-focused ad copy for Facebook and Instagram**, leading to a **4x boost in revenue** by tapping into audience pain points and desires.
- Developed **engaging video ad scripts** that increased brand interaction by 40%, leveraging **storytelling techniques** to connect emotionally with viewers.
- **Directed ad shoot** and copywriting strategy, ensuring alignment between visual content and key brand messaging for cohesive and impactful campaigns.
- Wrote **high-conversion website copy** and optimized product descriptions, achieving a 25% rise in online sales through tailored, benefit-driven language and **SEO integration** that also boosted organic traffic by 15%.
- Created attention-grabbing **social media captions and taglines**, strategically planning content that led to a 50% increase in follower engagement and post visibility.
- Authored **compelling press releases** that secured major coverage in outlets like LiveMint and Times of India, driving **brand awareness** through strategic copy distribution.

INTERNSHIP

Content Writer

Aug 2020 - Sept 2020

Ozias Media Private Limited

- Created compelling and informative articles across diverse niches like technology, health, and lifestyle.
 - Developed content in formats such as **reviews, tutorials, and guides**, tailored to specific audience preferences.
 - Conducted original research to ensure content accuracy, relevance, and credibility.
 - Implemented SEO best practices, including **keyword research, meta tags, and internal linking**, to enhance article visibility and ranking.
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