

Initially honest, eventually feel-good job application

Uggghhh... Not again. Who needs this? Me trying to be witty to get your attention. Conjuring up a personality that you find intriguing. Desperate! Catfishing! Abhorrent! But necessary.

And what happens if I succeed? You call me. Ask me about 'myself'. Like seriously! I don't know. I was born, then I grew up, and my dad doesn't want to buy me food anymore.

Anyway, once I've told you about myself. And you're obviously blown over, we'll go to the next question. That question. Achilles' heel. Yours and mine.

My expectations, you'd ask. I give a perfectly appropriate and massively deserved number. You'll pretend that I robbed you of your inheritance. And then we'll begin the auction.

No wait... that's some random agency. *You're the path breaking exciting agency that values a sharp, perceptive creative amazeballs writer.

Anywhooo, after agreeing on the previously discussed number, we high-five, and you instantly mail me the offer letter.

Wow...this was super fun. Hey, remind me again, why was I dreading this job-hunting thing in the beginning?

And now, even though no one asked, here are a few good qualities about me.

I'd say, and after reading this, you'd agree, I'm a risk taker. I, ummmm, can write feel-good fiction, amongst other stuff. Aaaanndddd... aaaaiiiii make a good impression on people who have a sense of humour. But I also have a fully seasoned backup personality. And... let's see... there's not a single **ex-manager who doesn't miss me like a recently sober alcoholic misses happy hour.

So yup. We're done. **But check out my [portfolio](#) if you're in the mood for some more reading.** And oh! I am Nishi.

*In case you are like, "But why are you looking for a switch?"

**Living

NISHI KALA

COPYWRITER | SCRIPTWRITER | MUMBAI

PROFESSIONAL SKILLS

Strategizing & developing campaigns
Copywriting
Scriptwriting

HOBBIES

I love to seek out stories, with medium no bar. I am known to get lost in books, movies and TV series in my free time.

When I am not doing the above, I am mostly found scavenging the internet for my next getaway.

EDUCATION

HUBSPOT ACADEMY

Social Media Marketing Certification Course | 2021

DEHRADUN INSTITUTE OF TECHNOLOGY, DEHRADUN

B.Tech | 2011-2015

PORTFOLIO LINK

<https://nishikala.wixsite.com/my-portfolio>

CONTACT

+91 9654029498
nishikala@gmail.com

EXPERIENCE

LOWE LINTAS

MUMBAI

ACD - Copy | Sep 2024 - Present

Key Brands: Britannia, Knorr, Kwality Walls, Urban Ladder, Complian, Amaron

GREY GROUP (AUTUMN ADVERTISING PVT. LTD.)

MUMBAI

Group Head - Copy | May 2024 - Aug 2024

Copy Supervisor | May 2023- April 2024

Consultant-Copy Supervisor | Mar-April 2023

Key Brands: IndianOil, Birla White, Weikfield, Otrivin, Sensodyne, Britannia

CHIMP&Z INC

MUMBAI

Copywriter | Sep 2021 - Mar 2023

Key Brands: Tata Play & WhiteHat Jr

Awards: Won Gold in 'Best Content in an Instagram Campaign' category at the India Content Leadership Awards & Conference 2022 for Tata Play's brand transition campaign, #AaoPlayKare.

BUZO MEDIA SERVICES

(REMOTE WORK)

Copywriter | Jan 2021 - Sep 2021

Digital Marketing Intern | August 2020-December 2020

WEBEE SOCIAL

NEW DELHI

Jr. Copywriter | Jan 2017-March 2017

Copywriting Intern | Sep 2016-Dec 2016

THEHOTSTART

NEW DELHI

Social Media Marketing Intern | April 2016-June 2016