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.

/ contact details

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914-450-8271

Brooklyn, New York

/ work experience

Creative Strategist, Copy
Day One Agency | April 2021 to Present
American Express Social Media and PR

Freelance Copywriter
Beauty@Gotham | December 2020 to April 2021
Maybelline New York Global Account
Concepted and produced campaigns for the MNY x ITZY partnership. Concepted and produced talent videos, How-To videos, and CGI videos for TikTok. Wrote and contributed to the Beauty@Gotham internal Diversity & Inclusion team.

Copywriter
Fred & Farid New York | September 2018 to November 2020
Rémy Martin, Stella Artois, MetLife, Vistaprint, Google Play
Integrated campaign, holiday campaign, branded content, interactive webpage, digital marketing, social media, email marketing , e-comm, deck writing, manifesto, script writing

Copy Intern
Ogilvy Paris | July 2018 to September 2018
Phillips Beauty, MSC Cruises, Vittel
Integrated campaign, branded assets, digital marketing, interactive activation

/ 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

/ other interests

> IG poetry/haiku account: @hai.ku.hai.ku
> Featured on Season 3 Episode 27 of ADcademics Podcast
> Brand Strategy Certification - Prof G Section 4 Brand Sprint
> Ad Student Bootcamp Winner - Marcus Graham Project
> Black Lives Matter