

HIMANI VAID

Copywriter / Social Media Specialist/ Marketing Student

EXPERIENCE

2021 **Dalstrong: Freelance Blog Writer**

- Written SEO-friendly blogs that have performed very well in terms of meeting SEO targets
- Work towards boosting organic search ranking for the brand

2021 **Leo Burnett: Freelance Copywriter**

Brand(s)- Whisper (PnG)

- Created content and copies for social media pages that boosted engagement by 40% (Facebook, Instagram, Twitter)
- Presenting content decks
- Content planning
- Providing content references and conducting research for the brand
- Influencer marketing for product launches & campaigns
- Recommending media spaces to run digital ads

2021 **Emeritus: Freelance Copywriter**

- Crafted copies and visual recommendations for digital ads that increased website traffic by 32%
- Focused on performance marketing
- Analyse content to evaluate performance
- Draw insights from the findings

2019 **Indigo Consulting: Senior Copywriter**

Brand(s)- Pampers (PnG) | Reliance Fresh | Nihar Naturals (Marico) | Maybelline

- Writing copies and content for social media pages (Facebook, Instagram, Twitter, YouTube)
- Campaign amplification plans
- Planning and executing banner ads
- Planning month-on-month content
- Influencer and celebrity marketing for campaigns

2017 **Foxy Moron: Creative Executive**

Brand(s): Burger King | Nickelodeon | BigRock | GoAir

- Crafting copies and content for multiple channels (Instagram, Facebook, YouTube, Twitter, Website)
- Live event coverage to drive brand awareness
- Influencer and celebrity marketing for campaigns
- Planning month-on-month content

SKILLS

- Crafting copies & developing engaging content
- Planning month on month content banks
- Researching internet trends and current pop-culture
- Build strategies to distribute content accurately
- Audit and analyze existing content
- Proficient with MS Word, Excel & Powerpoint
- Developing and understanding target personas

EDUCATION

2021 - on going • Marketing Management
Seneca College, Toronto

2020 - 2021 • Content Strategy
Humber College, Toronto

2013 - 2016 • Bachelor of Mass Media
Mumbai University, India

+1 (647)860-3570 • himani_vaid@hotmail.com
LinkedIn: [@HimaniVaid](#) • www.himanivaid.com



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Dear Ma'am/Sir ,

As a passionate Copy and Content writer, I can bring knowledge, experience, and drive to the copywriter internship position in your organization. I have four years of experience in copywriting for digital content and executing marketing campaigns across multiple social media channels. Being the voice of a brand and being able to communicate with its audience effectively is something that really excites me as a content creator.

I've always loved playing with words, and I've always loved advertising. Even as a kid, I experienced TV with hypnotized eyes. And it wasn't just the cartoons. It was the commercials—visuals, copy, editing, all of it fascinated me. So I never had trouble with the “What do you want to do when you grow up?” thing. Obviously, marketing has changed since then, but I love the way it's transformed. I love the fact that people can see right through the facade now, so you have to create a better product, a more human-focused service, a more captivating story. Plus I've also got an almost unhealthy obsession with different social media platforms, which means for me, marketing is more fun than ever. And to top that, I am always excited to learn new things, collaborate with creators to come up with fun and innovative content pieces, and have pretty good multi-tasking abilities.

Since starting my journey 4 years ago, I have helped multiple brands grow their social media presence and delivered engaging content that was customized to fit different platforms. This is why I think I would be a great resource to help come up with original work and produce effective advertising campaigns for our clients. I have worked closely with the design, account planning, and media buying departments. Due to this, I have become very comfortable working with a big team of up to 10 people, am open to different ideas, and learned how to give/receive feedback in a constructive manner. The work also trained me to be proficient with software like MS Word, PowerPoint, and Excel and work with digital banners and Google Ads. At the moment, I work as a freelance writer for a premium cutlery and cookware brand, Dalstrong.

Another thing that I am super passionate about is food. As a copywriter, I have been very lucky to get to work for some big players in the food industry like Burger King and TATA Q (a ready-to-eat food brand). I have also created social media content for one of India's leading supermarket franchises, Reliance Fresh. My current freelance job at Dalstrong is also all about writing food blogs and that just fueled my love for food all the more.

I am looking to work in a space where I can polish my social skills, experiment with ideas, and create relevant content for some amazing brands. So if you're looking for someone who can think up ideas- big or small, write for different audiences, bring a fresh perspective to the table, and collaborate with different people on your team then we'd definitely make a good match.

Currently, I am studying Marketing Management at Seneca College and am looking for an **internship from May onwards as a copywriter and branded content creator** and this is the perfect opportunity to get my career started. Thank you for your time in considering me for an internship. I would be happy to chat more about my experiences and skills.

Please feel free to contact me via phone or email.

+1 (647)860-3570 • himani_vaid@hotmail.com
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