

Personal information:

Name - Vikas Singh Rathod (Mrityunjay Singh)

Date of birth- 24 June 1992



Academic qualification

Degree	University	Subject
M A	Haridev Joshi University of journalism and mass communication	Advertising

Skills: Screenwriting, Copywriting

About me: A Postgraduate in PR and Advertising with excellent communication, a meticulous mind who breathes the creative ideas and plays with them, believes in carving a niche with his words and whacky ideas, loves to solve problems by communication, seeking a position as a copywriter to drive sales and add creative wealth to your organization.

Industry Experience

OVER EARTH, JAIPUR (2020- 2021)

- Worked as a social media manager and copywriter for one year in this marketing agency.

All India Radio, Jaipur (2018 – 2021)

- I worked as an RJ in All India Radio, Jaipur for 4 years. (Part-time)
- Assisted my senior with scheduling both live and pre-recorded shows to ensure the program ran on time and without disruption.
- Covered topics of public interest on show offering a broad perspective on issues assessing and discussing the impact and developments in the subject area.

TOPPERSNOTES (2021 TO PRESENT)

- Write ad scripts, ad film scripts, video scripts, explainer videos, and success stories.
- Brainstorm and Collaborate with Marketing, PR to develop a variety of content marketing materials
- Produce error-free content that adheres to the company's style guidelines
- Interpret creative direction and adapt points from creative briefs into persuasive copy concepts.
- Writing copies, slogans, and taglines for campaigns, and BTL activities.
- Writing clear, compelling ad copy for Google, Facebook, and Instagram
- Conducting thorough research and interviews
- Brainstorm and collaborate with creative professionals to build marketing projects and campaigns.
- Identify key messages and convey them to the target audience.
- Work with the editors to ensure the visual elements of the videos, ads, and graphics.

Advertisements (written and directed)

- <https://youtu.be/BDAeLddV38o>
- <https://youtu.be/7VoWBtgCjG4>
- <https://youtube.com/shorts/9drpQ7L3TsI?feature=share>
- <https://youtu.be/peiT9Av18aA>

Video Script

- <https://www.youtube.com/watch?v=aCYMbKuzDBI>

BTL activities

- https://youtu.be/B_L0OrEbFyQ

Promo

- <https://youtu.be/g8tFZ26sjQM>
- <https://youtu.be/oj6Ft-UUCqw>
- <https://youtu.be/jeZesSFILsk>
- <https://youtu.be/mM8hdX3oi8o>

Product feature ads:

- <https://youtu.be/jHbcoX2cPkS>
- https://youtu.be/8_U-fZKJHKY

Screenwriting experience:

Short film (written & directed)

<https://youtu.be/zWOZXgb60EI>

Short Feature Film trailer:

<https://youtu.be/dz1UXN9KeDg>

Short Feature Film

<https://www.youtube.com/watch?v=GjX2PTREay4>

Success story: (writing & narration)

https://youtu.be/vAI_KN9juT8

Success story:(writing & narration)

<https://www.youtube.com/watch?v=zBNRR71m0uE>

Story and article writing links:

- <https://link.medium.com/894O0riJ4gb>
- <https://link.medium.com/7KEGRm7w4gb>
- <https://link.medium.com/qHrjr2jJ4gb>
- <https://www.patrika.com/jaipur-news/rajendra-panchal-son-of-rajasthan-2-2161455>

Copywriting portfolio link:

<https://drive.google.com/file/d/1omoDk37AFBZoqpIsm3vfQgoOCu5qqTTa/view?usp=sharing>

Contact details:

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