

RUCHIKA JASHNANI

IDEA MAKER. TRUTH BENDER. COPYWRITER. COMPULSIVE SHOPPER.

Hi there! I am a purpose-oriented, marketing and communications professional, with well-developed interpersonal skills and the ability to forge strong relationships with stakeholders (ranging from *Circuit* to *Virus*). Can both lead and work within a team with dedication and make tough calls when needed. I mostly love juggling between marketing and content creation. In my past life, I worked at an ad agency with various brands and created digital content for a living.



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**VIEW
MY
PORTFOLIO**

EXPERTISE — EDUCATION

Crafting Brand Stories -
SEO Friendly Content -
Culturally Relevant -
Pitch Presentations -
Making Lists -
Scriptwriting -
Google Suite -
Microsoft Excel -
Advanced Aesthetics -

York St. John University, London

Executive MBA (Marketing, Finance, Internationalisation)

Indian School of Management & Entrepreneurship, India

PG in Management, Business & Entrepreneurship

H.R. College of Commerce & Economics, India

Bachelor of Commerce

EXPERIENCE

SENIOR COPYWRITER

Parcos | 2022 - Present

- Took **ownership of brand voice across MARCOM** planning content for all stages of a campaign i.e. concept, content strategy, scriptwriting, mood boards, promotion plan, and identifying key partnerships.
- Conceptualised **content IPs** which lead its way to **4X engagement** since the inception of the brand handle.
- Created marketing campaigns for **celebrity & KOL collaborations** in affiliation with luxury brands: Gucci, Carolina Herrera, Narciso Rodriguez, Paris Hilton, Paco Rabanne, Montblanc, M.Micallef + 30 others.
- **Set processes** to ensure smooth functioning across the creative team, graphic design team, and internal brand teams.

SEE MORE —

CONTENT CREATOR

Freelance | 2018 - Present

- Managed social media campaigns, video production, and content curation for Limese/Klairs India.
- Digital campaign scriptwriter for Nykaa and Kotak Mahindra Bank.
- Strategised and curated Instagram content for Soulful Binge and Mother Of Bhukkads.

CREATIVE STRATEGIST

SCHBANG Digital Solutions | 2016 - 2017

- Created **20 ad films or more** while debating the future of advertising (Mad Men-style).
- Won **DOD Award for Best Digital Integrated Campaign** for Kaya Skincare – #WishWearFlaunt.
- Managed creative design and copy for digital assets, including PR and community engagement for brands like Castrol, LinkedIn Talent Solutions, Hamleys, Lodha Properties, Godrej Properties, Nirav Modi, Kaya Skincare, Asian Paints, etc.
- Wrote **15,000+ words of high-value copy for LinkedIn** coffee table book, case studies, reports, newsletters, and videos.

In brief, this was a 24-hour Creative Solutions job where I worked as a team player on tight budgets and even tighter deadlines. I lived the agency life! It was one hell of a learning curve that taught me how to mould brands for attention.

BUSINESS INTERN

Auxilior Ltd. in relation with AIESEC, Mauritius | 2014 – 2015

- Studied the impact of startups in local markets of Mauritius.
- Interviewed 18 women startups and developed a Business model with Women Entrepreneurship Team.
- Assisted as an all-rounder for event coordination. It included designing, advertising, budgeting, etc. for fundraising events.



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