

# RUCHIKA JASHNANI

IDEA MAKER. TRUTH BENDER. COPYWRITER. COMPULSIVE SHOPPER.



Mission-oriented, marketing and communications professional, with well-developed interpersonal skills and the ability to forge strong relationships with stakeholders. 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.

## EXPERTISE

Crafting Brand Stories  
Content Engine  
Commercial Awareness

Pitch Presentations  
Making Lists  
Google Suite

Strong Research Skills  
Understanding of SEO  
Advanced Excel

## EDUCATION

York St. John University, London	<b>Executive MBA, 2021 (Marketing, Finance, Internationalisation)</b>
Indian School of Management & Entrepreneurship, India	<b>PG in Management, Business &amp; Entrepreneurship, 2019</b>
H.R. College of Commerce & Economics, India	<b>Bachelor of Commerce, 2015</b>

## EXPERIENCE

### FREELANCE WRITER & CONTENT CREATOR

2018 – Present

- Strategised and curated Instagram content for Soulful Binge, Mother Of Bhukkads.
- Digital campaign scriptwriter for Nykaa and Kotak Mahindra Bank.

### CREATIVE BRAND STRATEGIST

SCHBANG Digital Solutions | 2016 – 2017

- Curated branding materials (brochures, posters, standees, and digital creatives) for brands like Castrol (Singapore), LinkedIn Talent Solutions, Lodha Properties, Godrej Properties, Nirav Modi, Kaya Skincare, Asian Paints, Hamleys, etc.
- Created 20 ad films or more while debating the future of advertising (Mad Men-style).
- Crafted campaigns after assessing target audience data.
- Managed creative design and copy for digital assets, as well as internal and external communications, including website, social media, PR, and community engagement.
- Made market and competitor analysis reports.
- Took ownership of the tone of voice and shared clickable copy to engage audiences.

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.

## PROJECTS

- Award-winning campaign strategized for Kaya Skin Care – #WishWearFlaunt
- LinkedIn Talent Solutions – Annual coffee table book, case studies, e-report on Pharma sector(India)
- Won pitches for Pantaloons Hair Oil, Leveza (Sri-Lanka), Asian paints Atmos, Godrej Properties
- Research Paper Certificate by Dr. Rebecca Biggins "Are we selling Visually?"
- Research Paper on "Ageism in Fashion"
- Editor of ISME Magazine