

KULDEEP PANT

CREATIVE COPYWRITER



8770500187



kuldeep.pant.3591@gmail.com



119, Sector- C, Alkapuri Colony,
Ujjain, MP

PANTASTIC WRITES

- A bonafide writer who loves to play with words and breathe everything content.
- Passionate about personifying brands and giving them a personality.
- Writing compelling copies that evoke emotion and generate relatability.
- Creatively driven and desire a platform that supports distinct narratives.
- An adaptable and curious mindset with a keen eye for detail.

SKILLS

- Creative Writing—Intermediate
- Strong EQ
- Innovative Thinker
- Content Management
- Content Creation
- Voice-Over—Intermediate
- Strong Communication
- Script Writing
- Attention to detail
- Problem solver

SOFTWARE/ TOOLS

- MS Word—Intermediate
- MS Excel—Intermediate
- Inshot—Intermediate
- Audacity—Beginner
- Canva—Beginner
- VN-Beginner

EXPERIENCE

SR. ASSOCIATE, CONTENT & MEDIA

Girl Power Talk

May 2022-Present

- Creating, curating, and executing social media content including captions, reels, video scripts, and descriptions.
- Managing internal blogs and proofreading content.
- Developing and maintaining content calendar to drive engagement.
- Writing creative articles to promote the members' journey. One of the blogs raked in a 43% growth in readership.

COPYWRITER

Virtual Voyage College, Indore

Mar 2021-Apr 2021

A one-month internship at my college premises that included:

- Managing & developing 9 brands & establishing a unique voice for them.
- Drafting punchlines, taglines for social media creatives, and writing ad copies & brand descriptions.
- The poster content specifically garnered eye balls due to the catchy and trendy lines.

EDUCATION

SECONDARY SCHOOL

Carmel Convent School

2014- 2015

Score—84.4%

MA IN JOURNALISM & COMM

Makhanlal Chaturvedi University

2019 - 2021

Score—71%

ACHIEVEMENTS

- The Abstract Colors—a poetry book personifying the many colors and emotions in life. Contains 21 poems. Wrote this book as part of a writing challenge.
- Got featured in an online content creators contest hosted by Kusha Kapila on Voot select in 2020.
- Co-directed a play on 'Toxic Masculinity' for an Inter college Drama Competition & won it.

FREELANCE WORK

VOICE-OVER ARTIST

Skillsiya

Jul 2021-July 2023

- Narrated scripts for this YouTube channel.
- My voice-overs helped the brand ensure repeated views.
- Voice-over style: Conversational tone, medium paced, interactive.

VOICE-OVER ARTIST

K12 Techno Solutions Pvt. Ltd., Virtual

Jul 2021-July 2022

- Genres of recording included horror, news beat, entertainment, e-learning, and scientific facts.
- My voice increased the YouTube channel's engagement rate by 22%.

CERTIFICATIONS

TERRIBLY TINY TALES

Writing that sells Pro

June 2023-Aug 2023

- Mastered different facets of writing.
- Learned content strategy, advertising case studies, and strengthened the LinkedIn game.
- Exposed myself to topical marketing trends, importance of video marketing, and social media analytics.

KSHITIJ DOVAL'S COPYWRITING PROGRAM

Unhu School Of Execution, Online

Jul 2020-Aug 2020

- Learned about audio, video sales funnels
- Oversaw various case studies in the advertising and marketing industries.
- Practiced persuasive writing