

---

# Paras Mehta

## Copywriter

Panchkula, India  
85109-21881  
prsmht67@gmail.com

## SKILLS

Persuasive Copywriting  
Analytical Skills  
Market Research and Competitor Research  
A/B Testing  
Editing and Proofreading  
Creative writing  
Social Media and Email Marketing

## EXPERIENCE

### **DreateXR, Remote-** *Lead Generation Copywriter (Internship)*

Sep 2022 - Oct 2022

- Optimized their lead generation system to work smoothly - Email Software, Target Audience, Communication Messages, etc
- Crafted persuasive cold emails to attract and convert prospects to discovery calls
- Created blog posts to build authority and attract leads to the company
- Conducted Market Research and Competitor Research
- Filtered relevant prospects for targeting

### **Cold Email as a Service**

Early 2021

- Used Cold Email as a lead generation platform to offer lead generation as a service to a specific target audience
- Booked many people on discovery calls
- Crafted persuasive cold emails that resulted in discovery calls with potential clients
- Built the lead generation system to attract, nurture and onboard clients

### **Facebook Group Membership Sales Page - US client**

Late 2020

- Used Twitter as an outreach platform to get a copywriting client

- 
- Crafted relevant DMs and fostered communication with the target prospect
  - Conducted Market Research and Competitor Research for the sales page
  - Built a Customer Avatar
  - Wrote the Gumroad Sales Page to offer Membership for a Real Estate Facebook Group

### **Information Product Sales Page**

Late 2020

- Conducted Market Research and Competitor Research for the sales page
- Built a Customer Avatar
- Wrote the landing/sales page using copywriting frameworks to sell an Information product online

### **Dropshipping - On Shopify**

Late 2020

- Used Shopify as the platform to host my ecommerce store
- Became familiar with the behind-the-scenes of a shopify ecom store - design, tools, plug ins, admin features, etc
- Ran Facebook Ads targeted to a US audience - created the creatives, ad copy, budget, etc

## **EDUCATION**

**Bennett University, Greater Noida-** *Bachelor of Technology (Computer Science)*

July 2017 - July 2022

## **ACHIEVEMENTS**

- Sold \$4500 worth of NFTs
- Hired by a US client to write a sales page offering exclusive membership to a private facebook group