



PRERNA GHUTKE

ABOUT ME

Curious mind with a love for words and ideas. I enjoy turning thoughts into stories that inspire action and emotion. As a fresh graduate, I'm eager to explore the art of copywriting, build strong brand voices, and grow in the field of digital creativity.

EDUCATION

Bachelor of Computer Applications (BCA) - Media and IT
Ajeenkyा dy patil university - pune
2022 – 2025 | Pursuing
Higher Secondary Certificate (HSC)
State Board of Maharashtra
Completed: 2022 | 65%
Secondary School Certificate (SSC)
State Board of Maharashtra
Completed: 2020 | 85%

SKILLS

- Creative Writing
- SEO & Social Media
- Copywriting
- Content Strategy
- Storytelling &
- Branding
- Research & Editing
- Time Management

LANGUAGE

- English
- Marathi
- Hindi

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PROJECTS & EXPERIENCE

- 1. Social Media Copywriting (Personal Project)
 - Wrote engaging Instagram captions and post descriptions for art and lifestyle content.
 - Focused on tone, storytelling, and audience engagement.
- 2. Content for Restaurant Website Project
 - Created persuasive web copy and food descriptions for a vegetarian restaurant website.
 - Ensured clarity, SEO-friendly keywords, and a consistent brand voice.
- 3. Academic Research Writing
 - Wrote and structured the paper "Stress Through Their Words: A Qualitative Look at University Students' Academic Experiences."
 - Practiced research-based writing, data interpretation, and formal academic tone.

TOOLS

- Canva
- Google Docs
- Grammarly
- Notion