



# 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  
Ajeenkya 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

 7875063340

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chandrapur-441206

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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