

Kolkata | [pramitha.infinity@gmail.com](mailto:pramitha.infinity@gmail.com)

### Personal Details

*Home town:*

Mumbai

*Date of birth:*

June 2, 1995

*Languages known:*

English, Hindi, Marathi  
and Malayalam

/prʌmi:θɑ:/

*Noun+*

Knowledge of the truth

*synonyms:* wisdom, sagacity, intelligence, insight, foresight

*summary*

A **copywriter** conceptualising creative campaigns and creating  
compelling copy

### Education

- **PGDM in Direction and Producing, Satyajit Ray Film & Television Institute | 2021 – Present |**
- Bachelor of Management Studies, Mulund College of Commerce, Mumbai University | 2012-2015 |

### Work Experience

**Senior Copywriter, Ogilvy | May 2018 to July 2021 |**

Managing digital communication for **IBM Asia Pacific, Africa and New Zealand, Amazon Business** as well as **1to1help**, a workplace mental wellness organisation

Working on pitches for brands like **OnePlus, Air India, Foodpanda, Cure.fit, Taniera**, and **Soulfull**

**Copywriter, Saatchi & Saatchi Focus Network | November 2016 to April 2018 |**

Wrote copy, blogs, press releases, brochures, etc. for clients such as **Infosys, AntWorks, Essar Steel** and **Anchor Coats**

**Copywriter, Mebelkart | October 2015 to May 2016 |**

Wrote copy for digital ads, website content, social media, and other marketing collaterals; conceptualized digital campaigns, authored Mebelkart's Wikipedia page, etc.

### Achievements

- Conducted creative writing workshops in Christ University, IIM Indore, NIT Surat, School of Communication (Manipal), Hindu College (Delhi), and Sardar Patel Institute of Technology (Mumbai)
- The Tamil translation of one of my prose pieces was read out on Radio City 91.1's Love Guru program
- Judged a creative writing competition for the annual fest of Christ University, and a 160-character online story writing competition for IIT Bombay
- Was interviewed as an upcoming writer on Radio Active CR 90.4, Bangalore's community radio station
- Acted as a panelist for a discussion on 'Blogging for Millennials' hosted by Koramangala Social