

# SHRUTI DANDEKAR

COPYWRITER



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Mumbai, Maharashtra

## About Me

As a copywriter with two years of experience, I specialize in crafting compelling written content for various mediums including advertisements, websites, brochures, social media. I excel in using persuasive language and creative strategies to effectively communicate messages that resonate with target audiences and drive engagement. My experience has honed my ability to deliver impactful content that aligns with brand objectives and enhances overall marketing efforts.

## Experience

### VISPL (2021 October- 2022 March)

Junior Copywriter

Wrote copies with a focus on political content, specializing in crafting articles and copies for election campaigns for a political party.

### Besto SEO (2023 Feb - 2023 July)

Copywriter & Social Media Manager

Responsible for managing social media accounts and spearheading the conceptualization of engaging social media campaigns. I also played a key role in planning and implementing a well-structured social media calendar.

### Let's Talk Communications (July 2023 - Present)

Copywriter & Content Writer

Experienced copywriter specializing in creating content for various platforms including ad campaigns, brochures, websites, packaging, and social media. Skilled in ideating content strategies for multiple brands to enhance their visibility and engagement across different channels.

## Education

2023-2024

Miami Ad School

15 Months PG Diploma Program in Copywriting & Creative Concept

2020-2023

V. G Vaze College

Bachelor Of Arts In Multimedia and Mass Communication (BAMMC)

## Language

Marathi

English

Hindi

## Expertise

- Copy Writing
- Content Writing
- Brand Strategy

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