

## Senior Copywriter | Scriptwriter | Conceptual Thinker

**Portfolio:** [kaushalramani.com](https://kaushalramani.com) | **LinkedIn:** [linkedin.com/in/kaushalramani](https://linkedin.com/in/kaushalramani)

## SUMMARY

Copywriter by title, creative Swiss Army knife by practice. From scroll-stopping content to award-winning campaign ideas, I bring words, visuals, and execution together. I've worked across 15+ brands, shaping digital voices that stick — whether it's a sharp tweet, a full-blown reel, or a culture-led Valentine's stunt.

## EXPERIENCE

### • Senior Copywriter | Experience Commerce | May 2025 – August 2025

- Took on greater ownership and accountability for high-stakes copy across multiple brands.
- Trusted to lead tone-setting and voice decisions for reels, campaigns, and brand content.
- Collaborated directly with ACD/CDs on strategic campaign directions and refined narrative flows.
- Independently handled copy from concept to delivery, while continuing to seek input on critical deliverables.

### • Copywriter | Experience Commerce | Jan 2024 – Apr 2025

- Developed scroll-stopping social posts, reels, and brand content for clients like Parle, Savsol, VIP, MRF, and Lenovo.
- Conceptualised the award-winning Kismi Valentine Campaign from insight to execution.
- Received Employee of the Month within 6 months for impact across content and collaboration.
- Played a hybrid role across writing, reel scripting, visual direction inputs, and client pitches.

### • Medical Content Executive | Hansa Medcell | Jul 2022 – Jan 2023

- Wrote patient education material.
- Honed clarity in writing, bridging the gap between technical knowledge and public understanding.

### • Freelance Copywriter | Wrapsandtags | Jun 2022 – Dec 2023

- Boosted engagement and sales through clever product-driven storytelling and festive campaign writing.
- Helped the brand define its tone in a crowded gifting niche.

## BRANDS I'VE WORKED ON

MRF · Parle (Candy Culture, Kismi) · Eveready · VIP · Lenovo · Savsol · The Sleep Company · Reliance Fashion Factory · SupperBottoms · Western Refrigeration · 63SATS · Tata Memorial Hospital

## SKILLS & TOOLS

Reel Shooting & Video Editing · Pitch Deck Writing · AI Creative Tools · Adobe Premiere Pro · Canva · Notion · CapCut

## EDUCATION

MSc Biotechnology | Mumbai University | 2020 – 2022