

PRATIBHA GAURI NIGAM

WRITER

EDUCATION

VCU Brandcenter (School of Business)

Aug 2019 - May 2021

Business (M.S.) - BRANDING/COPYWRITING

Indian Institute of Mass Communication, Delhi, India

2017 - 2018

P.G. Diploma - ADVERTISING & PUBLIC RELATIONS

University of Delhi, Kamala Nehru College (KNC), India

2014 - 2017

B.A. (Hons.) ENGLISH LITERATURE

BBH, New York - Barn Mentorship Program

Aug 2020

MENTEE (Copywriting)

EXPERIENCE

BBDO, New York

COPYWRITER

Meta, FedEx, AT&T, Sandy Hook Promise, Bacardi, SheaMoisture

Jun 2021 - Present

Office of Multicultural Student Affairs, VCU

GRADUATE ASSISTANT

for Diversity & Inclusion Education & Advocacy (DIEA)

Sep 2020 - May 2021

MRM//McCann, Delhi, India

COPYWRITER

May 2018 - May 2019

IKEA, Facebook, Microsoft, Lufthansa

Terribly Tiny Tales

PUBLISHED WRITER

Apr 2016 - Apr 2018

Burger King, Vodafone, Sony, Accenture, Titan

Expressions: Creative Writing Society of KNC

University of Delhi

PRESIDENT

Jul 2015 - Jul 2016

Dept. of Psychology, Sunder Lal Jain Hospital, Delhi, India

WRITING INTERN

Jul 2015 - Sep 2015

347- 714-3843

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PORTFOLIO

gaurinigam.com

AWARDS

Young Ones 2021

Merit

Category: Digital/Online

Richmond Ad Show 2020

Bronze Cannonball

Category:

Non-traditional/Innovation

WAT's Your Big Idea 2.0 - Pitch for Cannes

2nd Runner up (Organized by

Dentsu Aegis Network, India)

Michael & Larissa Chaney

Merit Scholarship

VCU Brandcenter

Director's Scholarship

VCU Brandcenter

PUBLICATIONS

Terribly Tiny Tales - Vol. I

Penguin Random House India

(A book of micro-fiction,

featuring my work alongside

various writers.)

SKILLS

Stable Diffusion

Microsoft & Google Suites

Keynote

Final Cut Pro X

LANGUAGES

English, Hindi

VOLUNTEERING

Teach For India

Jul 2015 - Aug 2015

(Taught the 7th grade in a

Low-income Govt. Girls School)