PRATIBHA GAURI NIGAM

WRITER

347- 714-3843
pratibha5nigam@gmail.com

PORTFOLIO
gaurinigam.com

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, WhatsApp, Snickers, FedEx, AT&T, Enterprise, NYUL, Pedigree, Sandy Hook Promise
Feb 2023 - Present
JR. COPYWRITER
Jun 2021 - Jan 2023

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

LICENSES & CERTIFICATIONS

Google AI Fundamentals
Apr 2026
Meta Certified Creative Strategy Professional
Sep 2024 - Sep 2026
THE PIT NYC - People's Improv Theater Level 1-2
Aug 2026 - Sep 2026

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

Generative AI
Prompt Engineering
Copywriting & Creative Writing
Communication & Marketing
Improv comedy, Improvisation

LANGUAGES

English, Hindi

VOLUNTEERING

Teach For India
Jul 2015 - Aug 2015
(Taught the 7th grade in a Low-income Govt. Girls School)