

# 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**

JUNIOR COPYWRITER

AT&T, Shea Moisture

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

pratibha5nigam@gmail.com

### PORTFOLIO

[gaurinigam.com](http://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

### PUBLICATION

#### **Terribly Tiny Tales - Vol. I**

Penguin Random House India

(A book of micro-fiction, featuring my work alongside various writers.)

### SKILLS

**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)