

PRATIBHA GAURI NIGAM



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EDUCATION

VCU School of Business – Brandcenter

Aug 2019 – PRESENT

Business (M.S.) – Branding/Copywriting, 1st Sem GPA: 4.0

Indian Institute of Mass Communication, Delhi, India

2017 – 2018

P.G. Diploma – ADVERTISING & PUBLIC RELATIONS, GPA: 3.5

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

2014 – 2017

B.A. (Hons.) ENGLISH LITERATURE, GPA: 3.68

EXPERIENCE

MRM//McCann, Delhi, India

COPYWRITER

May 2018 – May 2019

- Created digital communications for **IKEA**
- Copy lead on **Facebook** Case Study Film Projects
- Created B2B digital content for **Microsoft**
- Conceptualized a digital campaign for **Lufthansa**

Terribly Tiny Tales

PUBLISHED WRITER

Apr 2016 – Apr 2018

- Created micro-fiction for global brands including:
Burger King, Vodafone, Sony, Accenture, Titan

Expressions: Creative Writing Society of KNC

University of Delhi

PRESIDENT

Jul 2015 – Jul 2016

- Led creative writing workshops & competitions
- Created promotional content for University festivals

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

WRITING INTERN

Jul 2015 – Sep 2015

- Contributing writer on research papers

PORTFOLIO

<https://pratibha5nigam.wixsite.com/websitesite>

AWARDS

WAT's Your Big Idea 2.0 – Pitch for Cannes: 2nd Runner-up

(Organized by Dentsu Aegis Network)

Michael & Larissa Chaney

Merit Scholarship – VCU Brandcenter

PUBLICATIONS

Terribly Tiny Tales – Vol. I

Penguin Random House India

(A book of micro-fiction from **Terribly Tiny Tales**, featuring a glimpse of my work alongside that of various writers.)

TOOLS

Microsoft Office Suite

Adobe Creative Cloud

Keynote

Final Cut Pro X

SKILLS

Copywriting

Creative Writing

Social Media Marketing

Event Management

CAUSES

Teach For India

SUMMER INTERN (TEACHING)

Jul 2015 – Aug 2015

(Taught the 7th grade in a Low-income Govt. Girls School)

LANGUAGES

English, Hindi