

NITYASYA BELAPURKAR

Copywriter

PROFILE SUMMARY

I give brands a voice. I'm a writer, thinker and ideas-person who draws insights from the world around me.

I have a proven track record of creative ability and judgment, successful management of creative teams and accounts, excellent presentation skills and successful client-facing experience, but above all, I create campaigns that move people.

EDUCATION

Carleton College, Northfield,
Minnesota

*B.A. in English
Literature*, completed in June 2015

*Minor in French and Francophone
Studies*, completed in April 2015

French Language Immersion Program,
the Center for University Programs
Abroad, Paris, Spring 2013

ACHIEVEMENTS

- Abby Awards 2019 **Shortlist** for Digital Co-creation (Platinum Guild International)
- Won **Silver** at Sammie Awards 2018 for Best Social Media Brand (Bajaj Allianz Life)
- Won **Silver** at India Digital Awards for Best User-Generated Content (Bajaj Allianz Life)

INTERESTS

Cat memes, hosting elaborate dinner parties, lively political debates, literary fiction and feminist literature.

CONTACT

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EXPERIENCE

Freelance Copywriter, New York (Aug 2019-Present)

Senior Copywriter, Dentsu Webchutney, Mumbai (Nov 2017-April 2019)

- Responsible for award-winning, insightful and effective campaigns at India's most-awarded digital agency.
- Managed and mentored a team of copywriters.
- Led and won pitches across categories for the agency; helped facilitate a 90% conversion rate.
- Fostered a strong collaborative relationship with account managers and art directors, consistently resulting in thoughtful and innovative work.

Copywriter, Social Kinnect, Mumbai (Aug 2016- Nov 2017)

- Became the voice of brands, resulting in effective digital-led campaigns.
- Oversaw content written by junior content writers and account executives.

Head of Station Relations, Fresco News, New York (Jan-June 2016)

- Managed the assignment desk and communicated regularly with assignment and managing editors at local news stations.
- Helped conceive and launch Fresco's first ad campaign.