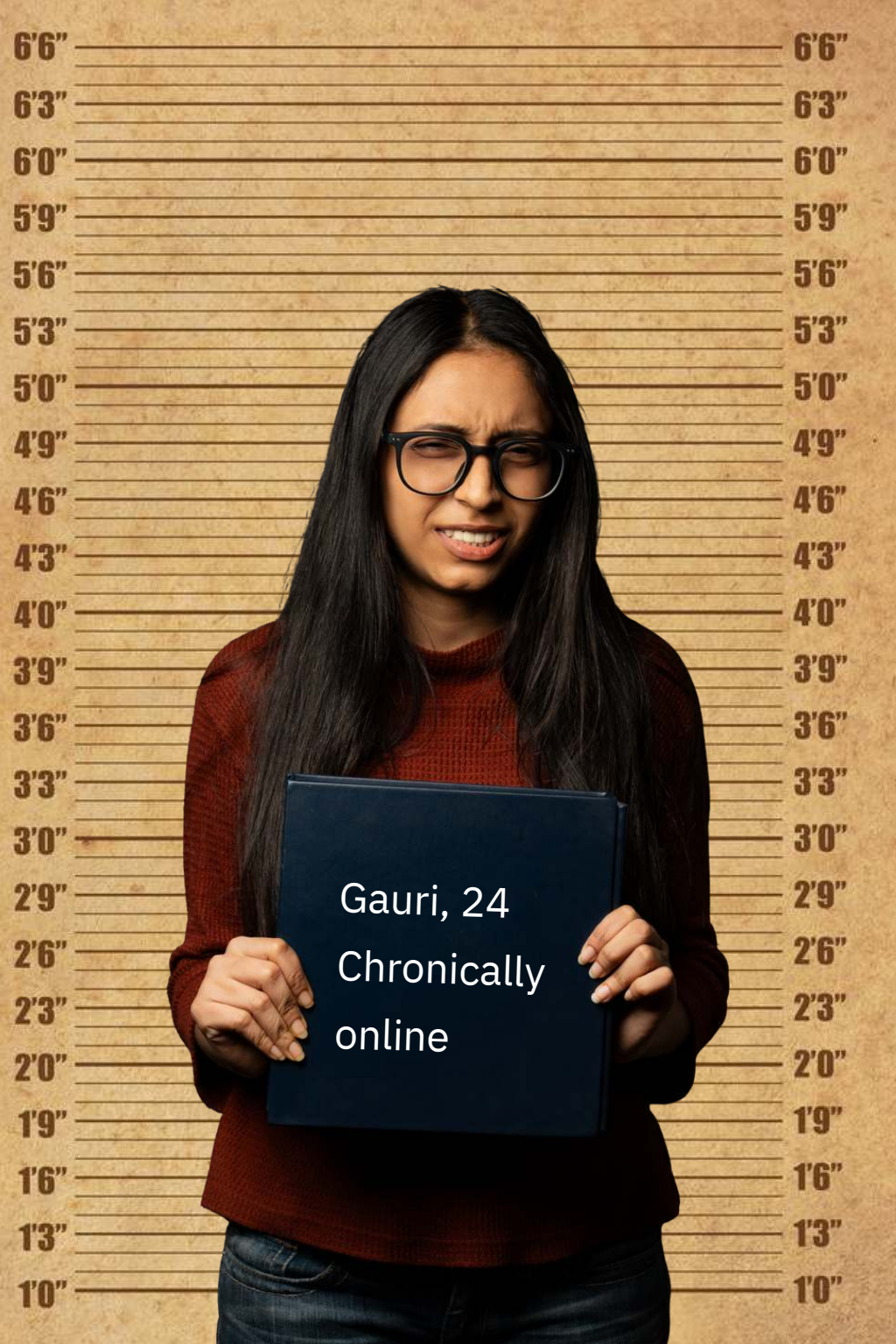


# PORTFOLIO



*Copywriting  
Social media*



# GUILTY

- ✿ I have 10+ hours of daily screentime
- ✿ 458+ hours of playtime on Valorant
- ✿ And the most I have read in my life is on Reddit

BUTT

HEY!





It's not all that bad!!!

**Because I bring Cat Memes  
to the table.**



**bummer**

**Bag A  
HAT-TRICK!**

Get Any 3 Undies  
**₹999**

[Shop Now](#)

**Brief: Write a Sale Ad for the brand Bummer that will go live on Jio TV during an IPL match. (limited characters)**



**bummer**

**Winning Deal  
On BOTH SIDE!**

Get Any 3 Undies  
**₹999**

[Shop Now](#)



UPTO 15 % OFF

## The Summer In-sentials

Because snuggle is real



Order Now

**Brief: Write Ad copy for a banner that will go live on Zepto for the brand Bummer.**





**Brief: Write Ad copy in a magazine format for the brand Bummer.**





**Brief: Write a copy to go on top of a vending machine that sells underwear for the brand Bummer. It would to be installed at the Ahmedabad Airport.**





**Brief: Write shoot and edit a video that a candle brand would use to run performance marketing ads. Link attached.**



Cogito, ergo read.

The  
Economist

**Brief: Write an ad for  
The Economist.**



**Here are some of the Retention messages I have written. It comes very naturally to you when you are always the first texter**



←  Bummer   
Business Account 



Thak gaye hogey girl-bossing kärke! How about you show your girls some love? 😊

After all they have been there for you through it all. 😊

Bummer has got you covered. **Bag 2 bralettes at 25% off!** Because splurging on yourself is great but the additional discount always helps. 😍

Reply STOP to Unsubscribe 18:48

 [Shop Now](#)

These aren't your grandma's underwear... unless your grandma is super cool. Get 30% off on a pack of 3 & 35% off on a pack of 5 Let the cool run in the family, it's not diabetes.

You've got great taste in underwear (obviously). Why not treat yourself to more of what you love? Grab some at 30% off on a pack of 3 and 35% off on a pack of 5. Your future self will thank you during laundry week.



Ever tried to lick your elbow? While you're being flexible, use BUM10 for 10% off your cart.



**Did I mention I snort social media like cocaine?**



**Brief: Conceptualize a reel to create intrigue about the launch of the new Benne Dosa in Ahmedabad City.**

**Launch campaign: Benne Etle Su**



**Brief: Create an unserious fun carousel post mimicking a hiring post (my coworker definitely fell for it). Link attached.**



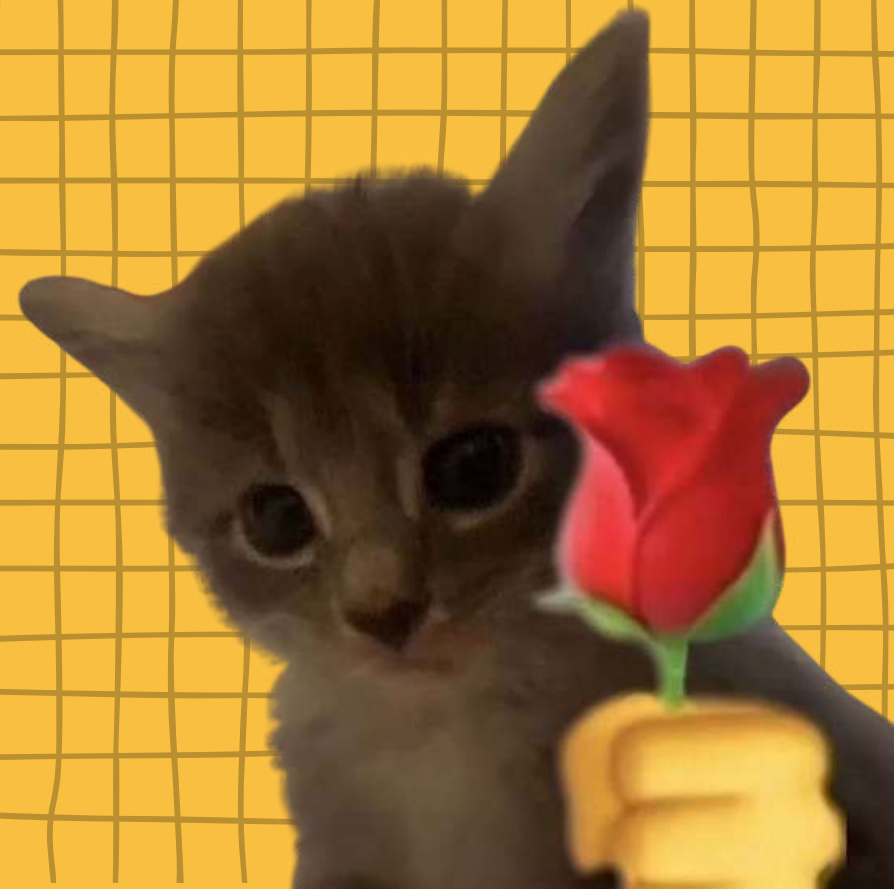
**Brief: Conceptualise a carousel post to go live on Bummer's SM as a follow up announcement post about an event they were going to host.**

# TODAY IS ROSE DAY

The day when roses find  
out which house they're  
gonna die in.



**Brief: Write a story telling carousel for Bummer for Rose Day, calling out why roses are not a good gift. Link attached.**





Me and the girl I pulled by being an immature loudmouth

**Brief: Create a Meme Carousel around couples. Valentines campaign post. Link attached.**



## Spec Writing

**Brief: Write an apology letter to your favourite celebrity for accidentally leaking their new project details on social media. Link attached.**



### Apology letter to a celebrity

For this task I have picked only the best comedian ever, **Kanan Gill**.

**Subject:** My sincere apology + 3 questionable ways to make it up to you

**Body:** Dear Kanan,

I write this letter with a heart heavier than a pause you take before a killer punchline. I messed up and I want to express my deepest regret for leaking details about your upcoming special, | "When Was This?" I realize now that I've committed the comedy equivalent of revealing that Tyler Durden isn't real in Fight Club before anyone even got to the first rule.

As someone who has religiously followed your work from "Is This It?" through "What Is This?", I should have known better than to answer the logical next question of "When Was This?" before you had the chance.

To be fair, if someone had done this to me, I'd have rage-quit the internet and moved to the Himalayas (but you have already done that). So, I completely understand if you'd rather never hear my name again. But please know that this was an honest brain-fart, not an act of sabotage. If I could rewind time like one of your well-structured callback jokes, I would.

To make up for this absolute catastrophe, I have a few solutions (some legal, some debatable):

1. I will spread an elaborate counter-rumor that When Was This? is actually a Bollywood biopic starring Salman Khan and ruin the credibility of my own leak.
2. I could attend every show of your tour, just nodding in appreciation at every joke, looking around at other people, and saying, "India isn't ready for Kanan's comedy."
3. I can legally change my name to "That idiot responsible for pretentious movie reviews discontinuing". Yes, updating aadhar card would be a pain in the butt, yes I am willing to endure it.

On a serious note, I am deeply remorseful for this and understand how much work and passion go into creating something as brilliant as your specials. I would be honored if you could accept my apology.

Yours Sincerely (Another banger special of yours by the way),  
That idiot responsible for pretentious movie reviews discontinuing



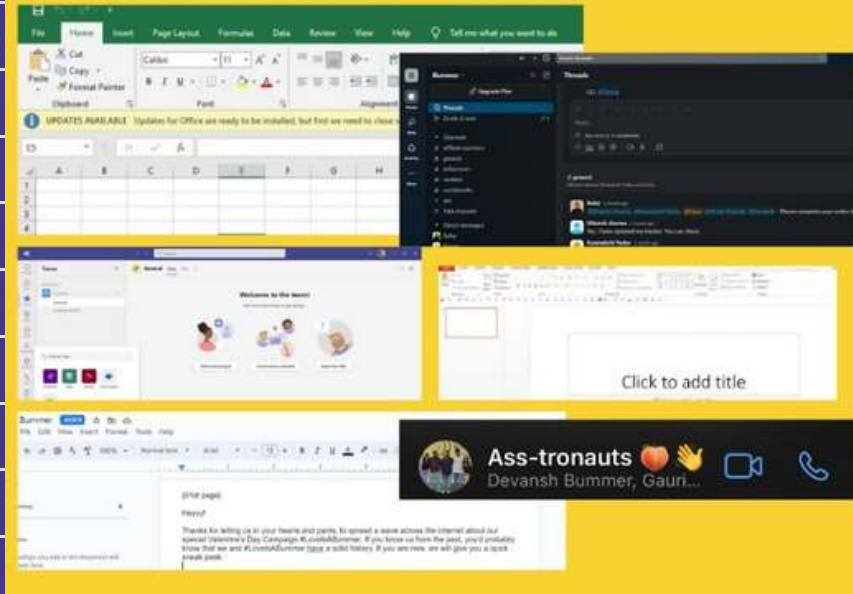
**Between fangirling over my favorite creators, I was also onboarding them and cooking up brand collabs. Links attached.**

# Currently Hiring: A Freak In The Sheets



# Currently Hiring: A Freak In The Sheets

The sheets in question:



**Brief: Make a Meme-y  
hiring post for Linkdin for  
Bummer. Link attached.**



SO PLS  
HIRE  
Meeeeeee



**Because this is the visual representation of me at the end of every month.**



*That's all Folks!*