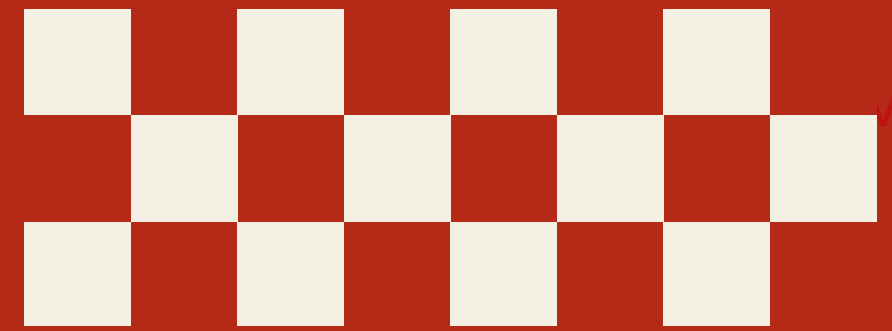
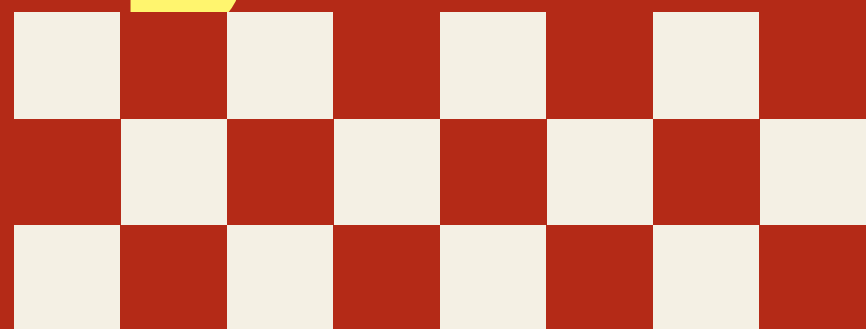


creative



portfolio

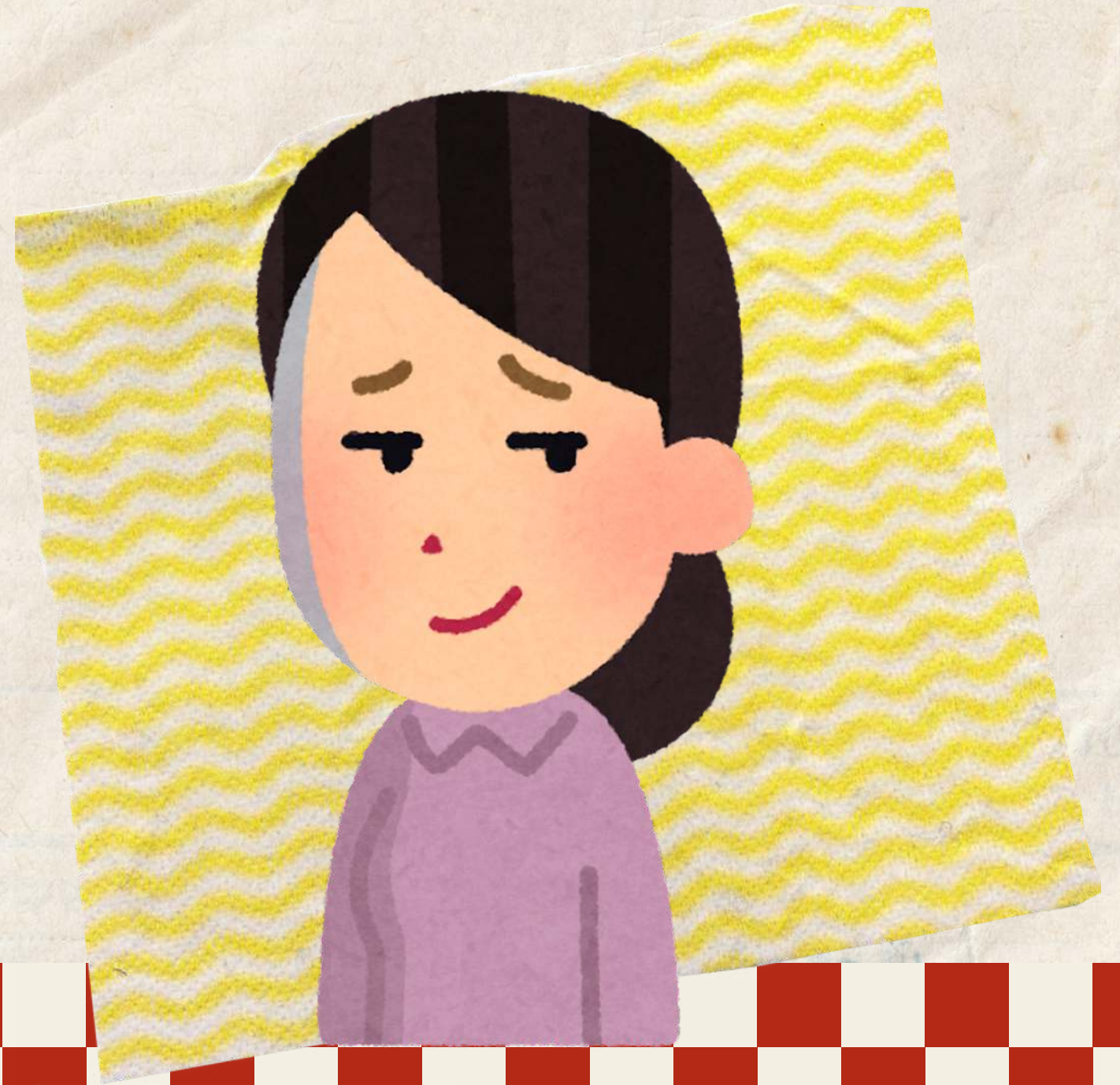
BY MIFRA HANEEF



WHO AM I?

I'm a huge hopeless romantic
But plot twist...

Romance isn't my favourite genre
I know, it sounds illegal





BUT IT ISN'T!

My favourite genre is Brain-rot movies

The kind where logic takes a holiday,
physics stops working,
and somehow... it still hits.

PS: Yes, I fully believe this is a genre



WHY DO I LOVE
BRAIN-ROT
MOVIES SO MUCH?



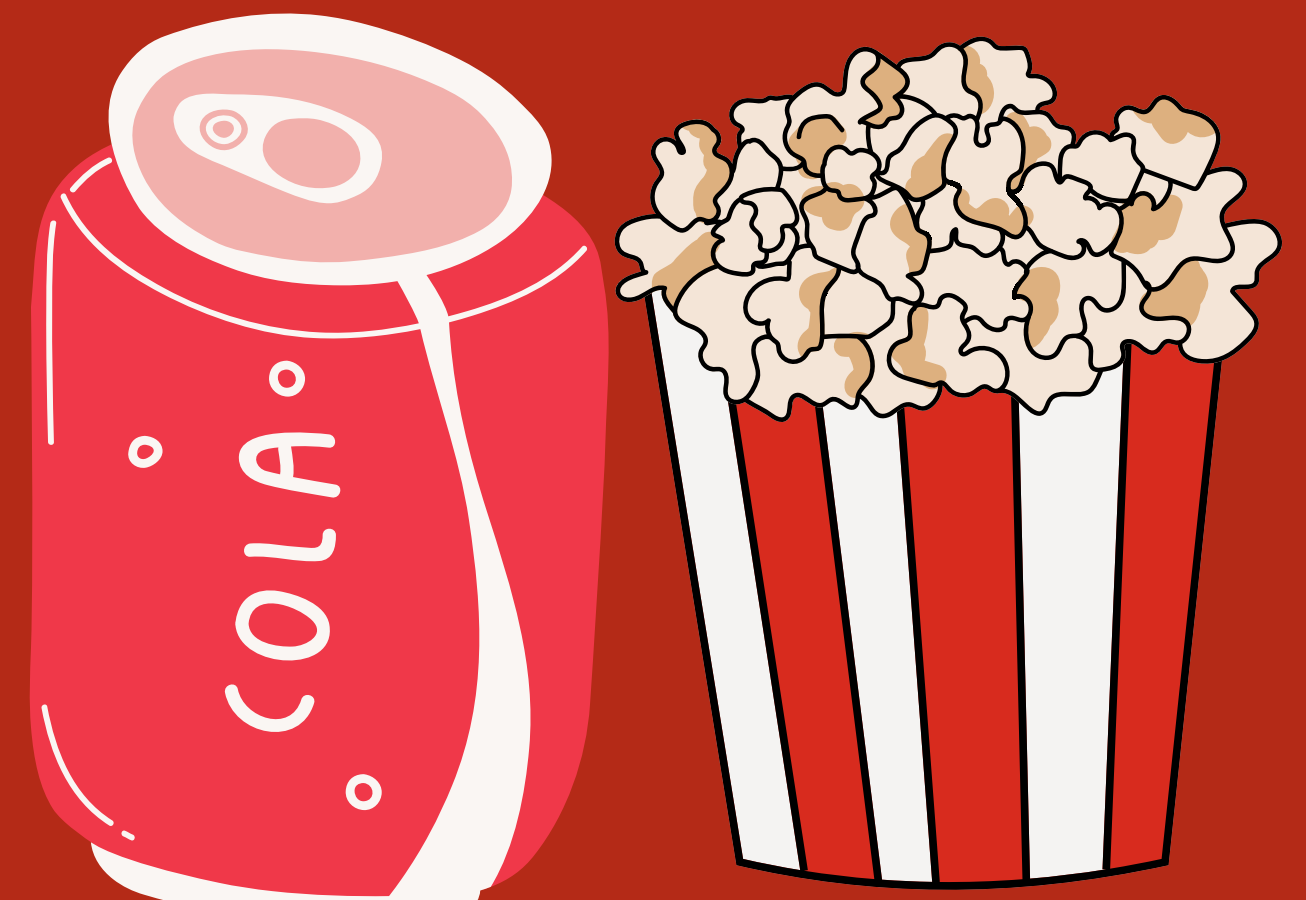
Ayy Minamma

“DON'T UNDERESTIMATE THE
POWER OF A COMMON LAUGHTER”

Here's popcorn and something to sip

Sit back

Because I'm about to convince you
how brain-rot cinema is actually romantic.



ADULTING IS EXHAUSTING

We spend all day making decisions, solving problems, and consuming way too much information.

Sometimes the only thing we want at the end of the day is: a low-effort movie night.

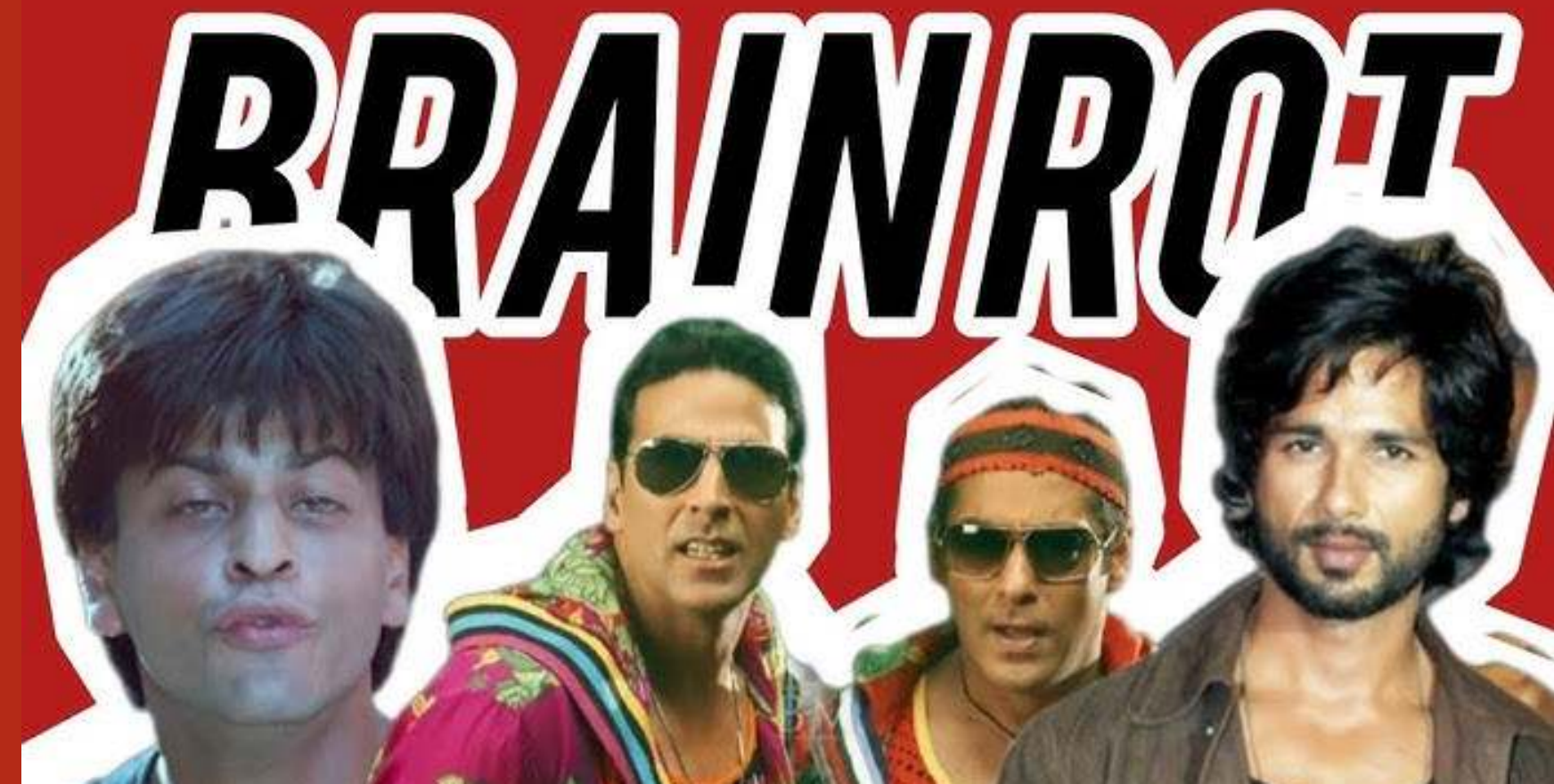
Just popcorn, a couch and beautifully ridiculous cinema. And honestly? That chaos is kind of romantic bcz...

Mere dictionary mein 'managing' naam ka koi word nahi hai!

HUMOUR IS THE BEST LOVE LANGUAGE

1. Laughter is the fastest way to connect.
2. Even the most ridiculous stories feel meaningful when we're laughing.
3. It makes moments memorable

Which is exactly why brain-rot movies work
And why humour is at the heart of how I create too



HI, I AM MIFRA

**A COPYWRITER, BRAND STRATEGIST, AND EXTRA
DRAMATIC**

Welcome to my space. It's not your regular
portfolio, but, **"Yeh Mifra ka style hai re"**

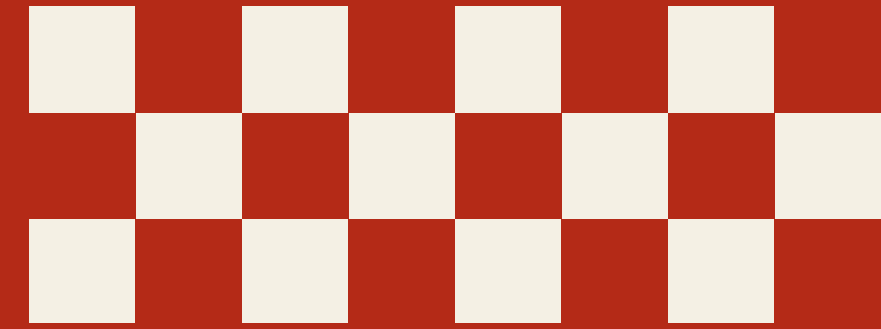
Here are a few scenes from my creative universe.



COPY SAMPLES

Some mock in-app notifications I wrote because even reminders deserve personality

Funny bano... engagement jhak maar ke peeche aayega



bumble

12:12
01/2/25

It's The Soft Launch Month Sat, 11:11
13 days to find a date... or start generating one IYKYK

zomato

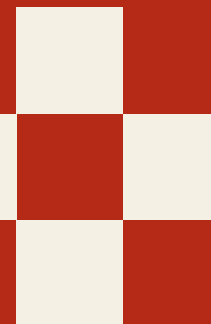
12:12
13/3/98

Pookie, you deserve a cookie Sat, 11:11
Aise usne nahi bola? Hum bol rahe hai.
Tap to order.

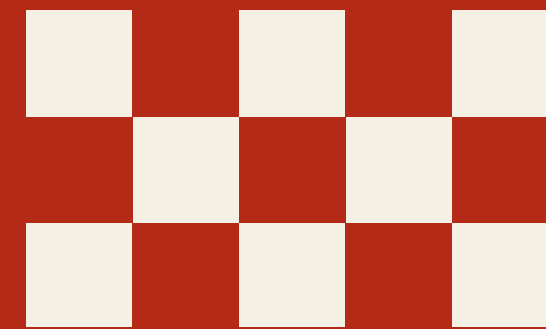
prime video

12:12
13/3/98

Saturday won't last long Sat, 11:11
Watch the first thing that comes to mind.
Overthinking is for Monday.



COPY SAMPLES



Foxtale's Vday: Go all bold while selling the new body lotion



Tide: A hoarding in major metro cities for brand recall



Big A Calendar: Sell Calendar but it's February now



SOMETIMES, I AM ROMANTIC TOO

While brain-rot movies have my heart,
I still have a soft spot for a good love story.

So every once in a while,
the work gets a little romantic too.



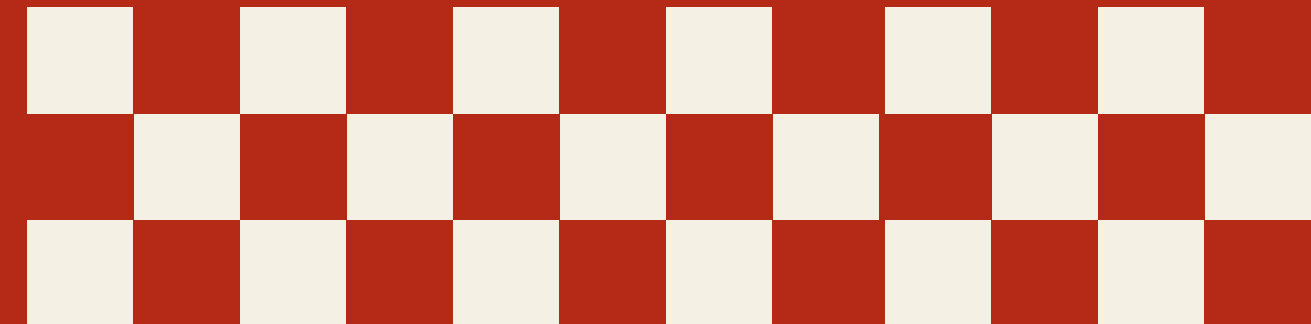
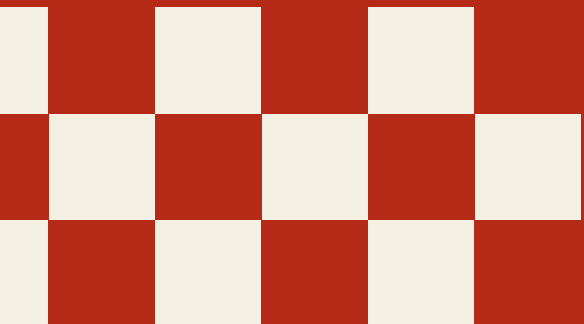
COLLABS!

Brief: To build buzz around U-Turn’s television premiere and re-ignite audience interest beyond routine promotional content.

The Idea: The cast was brought together for an Ouija Board–themed shoot, tapping directly into the film’s horror–thriller genre. Instead of conventional interviews or promos, the content leaned into a format already familiar and intriguing to horror audiences.

The Result: Engagement increased by **48%**,
driven by genre-led storytelling

Reach grew by **35%**
powered by cast-led content



CAMPAININGS

The Brief: To build emotional connection and audience participation ahead of Satyaprem Ki Katha's television premiere, while driving sustained engagement beyond standard promotional content.

The Idea: The film's title doubled as a love story and a hashtag. Building on this insight, audiences were invited to share their own stories of true love using #AapkiSatyaKatha. The most heartfelt entries were brought to life in a special video, read by Kartik Aaryan and Kiara Advani themselves.

The Result:

Engagement surged

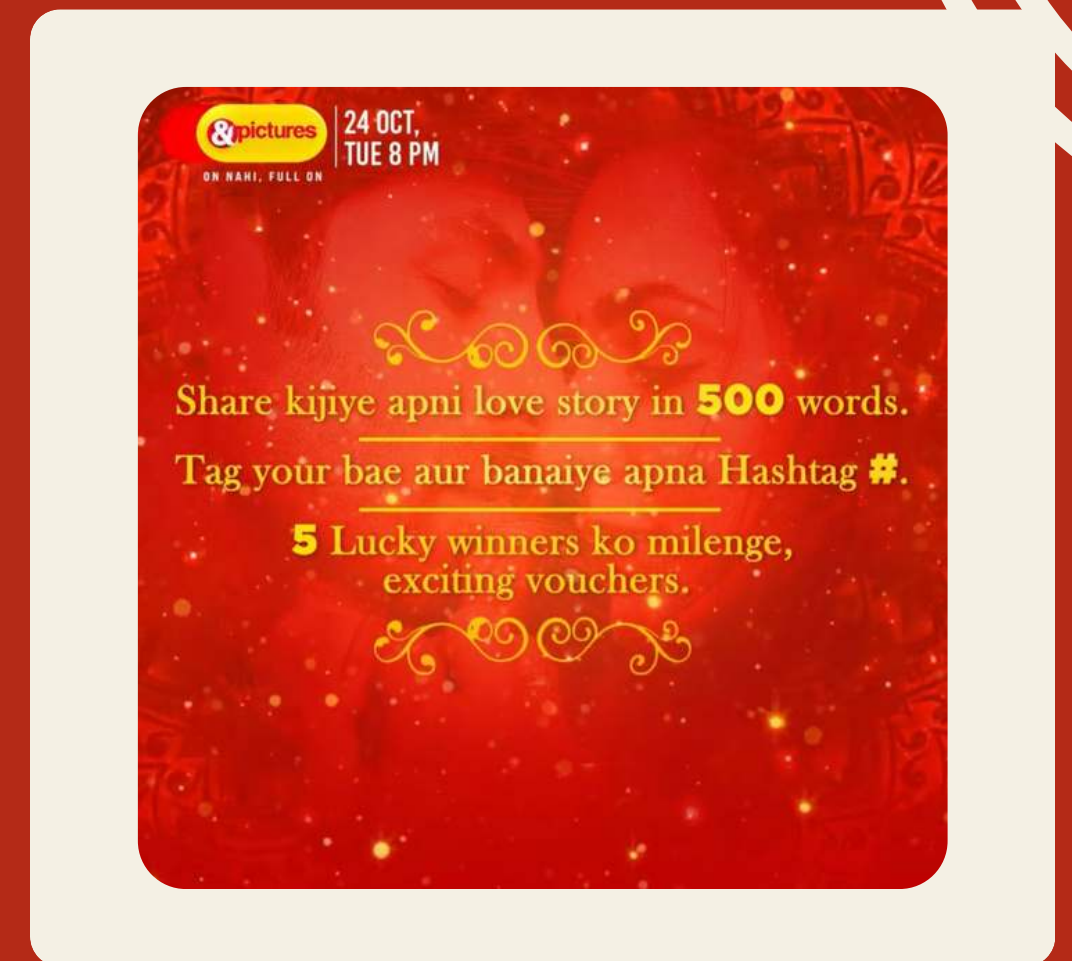
15%

by through
user-generated
storytelling

Reach grew by

38%

amplified by cast-led
content and audience
shares



I AM NOT ALWAYS JOKES

Sometimes the work calls for fewer jokes
and more numbers.

Strategy.

Performance.

Real results.

Because good storytelling is great...
but great storytelling that performs?
That's even better.

So here's the serious side of my work.



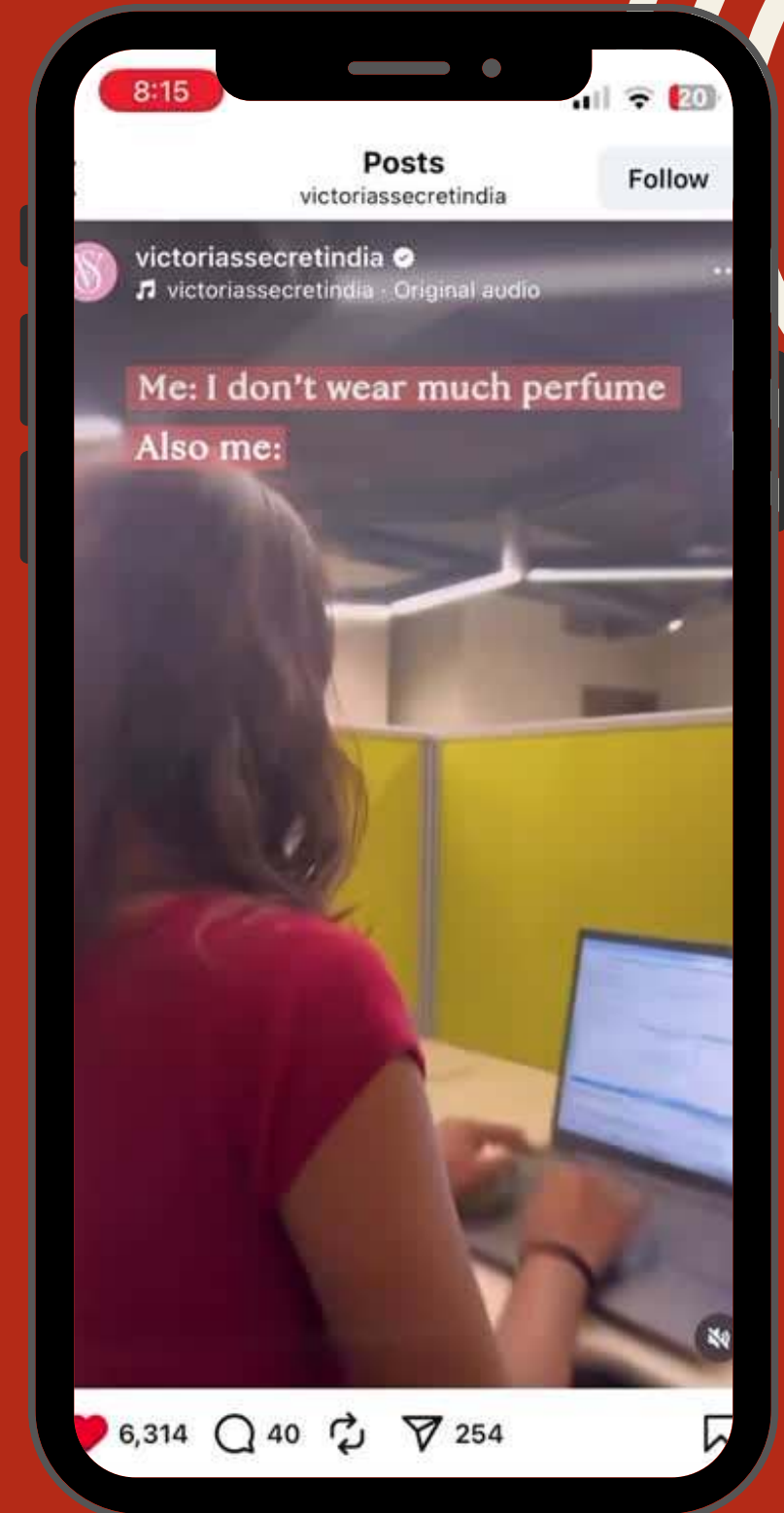
BRAND REVAMP

Problem: Victoria's Secret India was facing a slowdown across key social metrics. Growth had plateaued, engagement was dipping, and content was no longer driving meaningful action.

So we reworked the recipe.

Solution: We rebuilt the content system around four pillars

- We scaled real, creator-led UGC from try-on to human-first reviews to build trust, relatability, and stronger intent
- We made in-store content the hero with walkthroughs, tours, and fragrance try-ons to bridge the offline retail experience online
- We localised the content strategy through festive-first storytelling and educational content, making the brand culturally relevant and trend-aligned
- We built strategic pre-buzz for every launch and offer using CGI teasers, countdowns, and previews to drive anticipation and urgency



THE RESULT

01

Follower growth by 16.47% on IG



02

Stories with offers delivered 12,176 link clicks

03

'Dream Collection' led with 1.7% engagements

PERFORMANCE MARKETING

Problem: PL Capital faced declining campaign efficiency with lower CTRs and a consistently low ROAS, indicating a mismatch between audience intent, messaging, and the landing page experience

So, we bought all the right ingredients together!

Solution: Revised Strategy

- Diversified, Intent-Led Ad Copy across Meta, Google, and YouTube
- Continuous A/B Testing Framework
- Landing Page Messaging Improvements

The Results:

Cost Per Lead dropped by
28%
with improved ad-to-landing-page
alignment

CTR increased by
42%
after changing the
messaging

ESTD 1944 **PL Capital**
PRABHUDAS LILLADHER

Data taking up hours?
We turn it into
Insights
Instantly

80 Years of Experience | Trusted financial advisors | Solid Trading Technologies

Advise smarter today →

The advertisement features a man in a suit sitting at a laptop on a blue background. The text is white and yellow. The PL Capital logo is in the top right corner. The background has a grid pattern and a target graphic on the right side.

THANK YOU

From brain-rot chaos
to a little romance
and some serious strategy in between.

This is how I think, create, and tell stories.

Thanks for staying till the end of the movie night.

Let's Collaborate

mifra.mhaneef@gmail.com
+ 91 7219665282