

**A creative portfolio
is a treat to savour**

BY NAJAM US SAHER

About Me

I am a girl with glasses who has the vision to see the world differently and who is also obsessed with eating chocolates.

I also authored a poetry book titled 'Uncage The Mysterious Soul'

I am an artist, marketer and architect when it comes to words as I create, paint a picture and showcase my skills by writing.



Ad films & scripts



Ad films & scripts

NYFRO FOODS
Fuel Your Day, The Healthy Way

ROASTING

ROASTED **MAKHANA**

CREAM & ONION DUO

VERY VERY PERI

TINGE OF TOMATO

CHOCOLATE CHARM

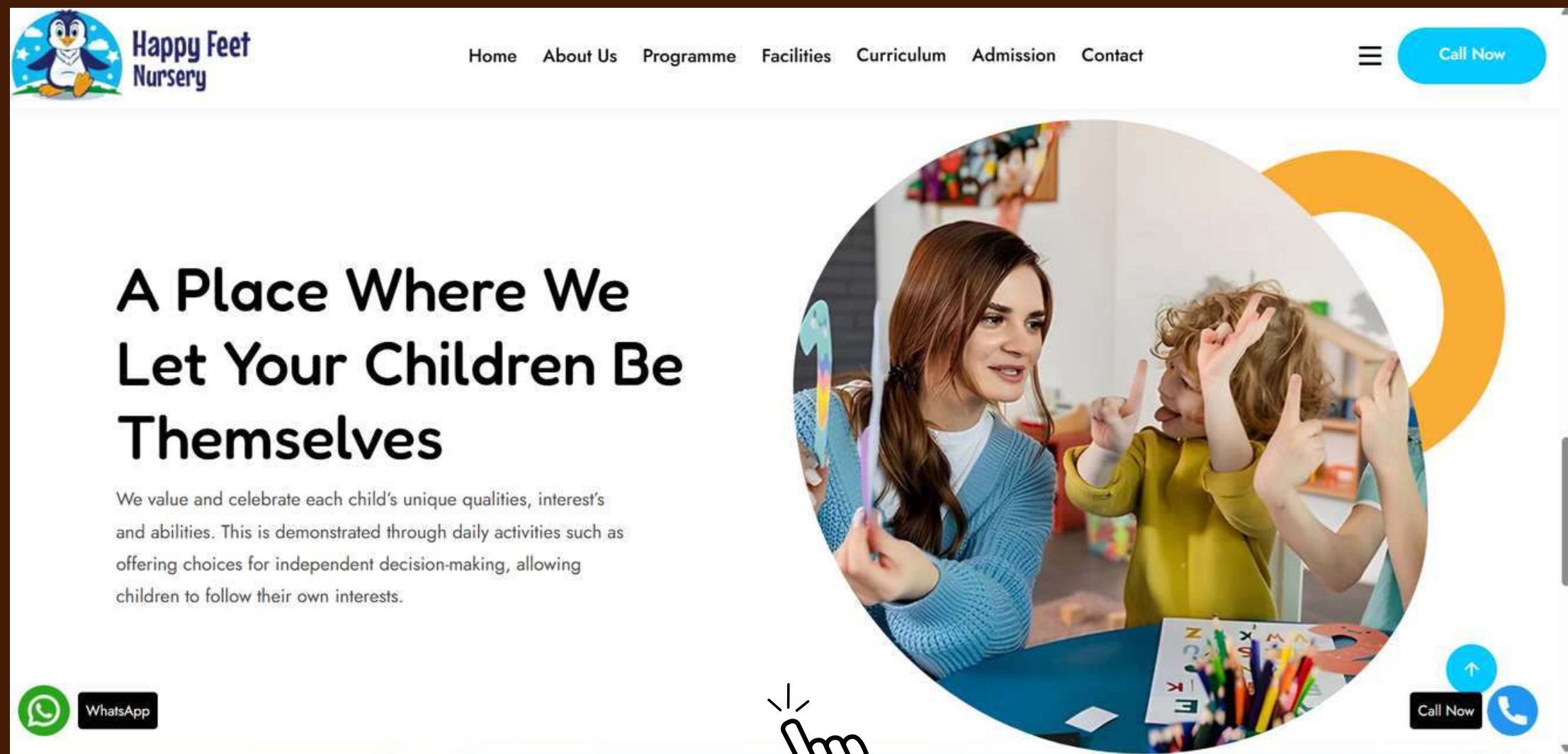
CARAMEL CRAZE

SIMPLY SALTY

HINT OF MINT

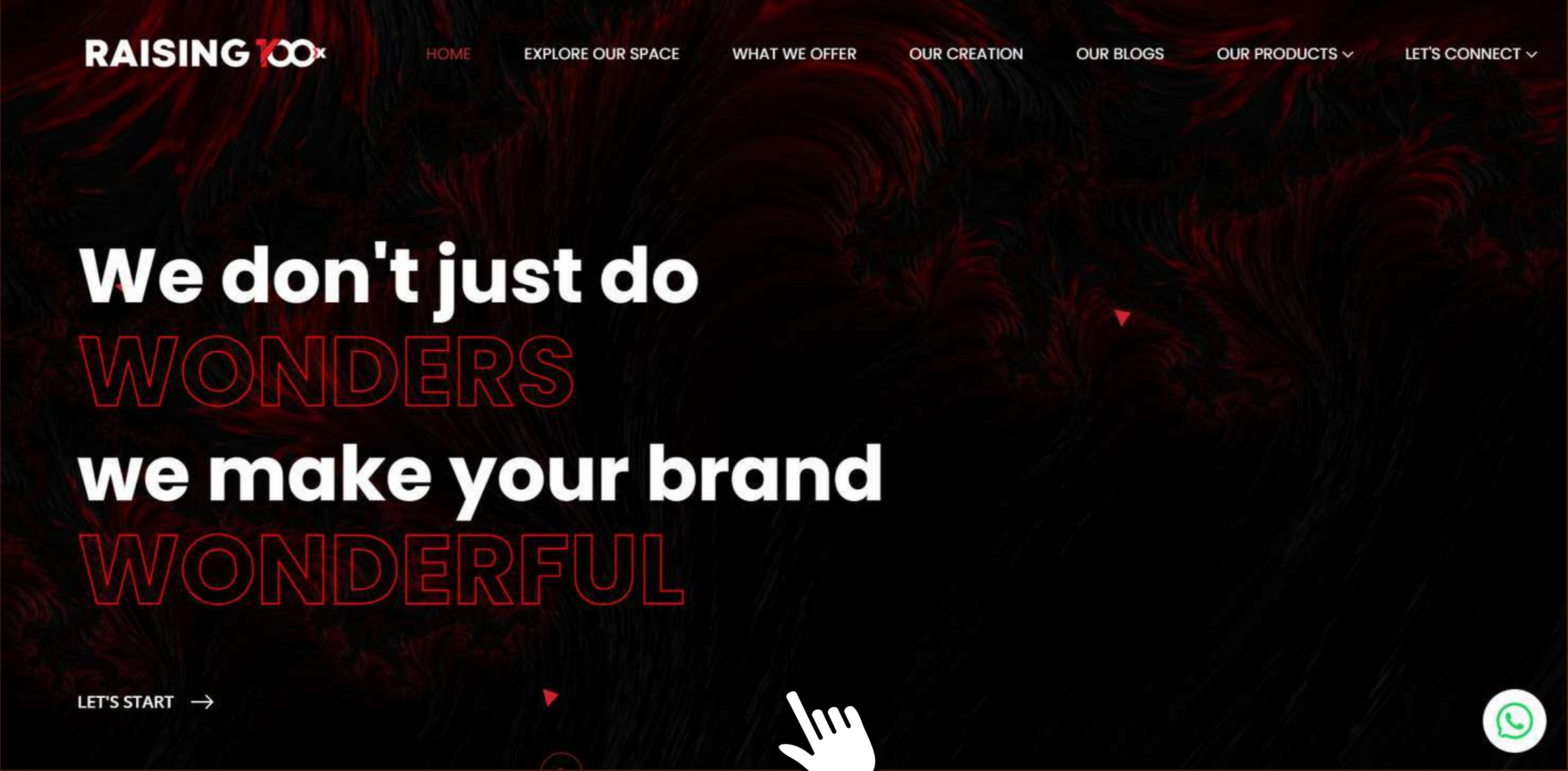
FLAVOURS THAT FUEL YOUR DAY

Websites



Happy Feet Nursery

Websites



Raising 100x

Websites



Radhika Reddy Boutique



I am very predictable when it comes to choosing desserts because I always pick something that has chocolate in it, whether it is a cake, ice-cream or a waffle.

When I am not writing, I am taking my mind off work by watching movies, TV series and stand-up comedy.

I love travelling to different cities, visiting thrilling and interesting places and being amidst nature

Creative Posts



Bonds that
bring homes alive

#HappyRakshaBandhan



CELEBRATING
THE ONE WHO
Crafted Simplicity



 # GandhiJayanti

NHANCE
Crafted Luxury

Branding



Marketing collaterals

Packaging

Ad scripts

Tagline and flavour names

Website content and designing ideas

Website content and design ideation



Packaging



Dive in the story of makhana while you snack on...

From deep ponds to the packet, a lot goes in the making...

Beneath calm lakes, lotus and water lily seeds are carefully harvested by hand. Washed and roasted over gentle flames, they pop and become a tasty snack you hold in your hand.

These tiny nature's pearls are packed with nutrients and perfect for snacking guilt-free.

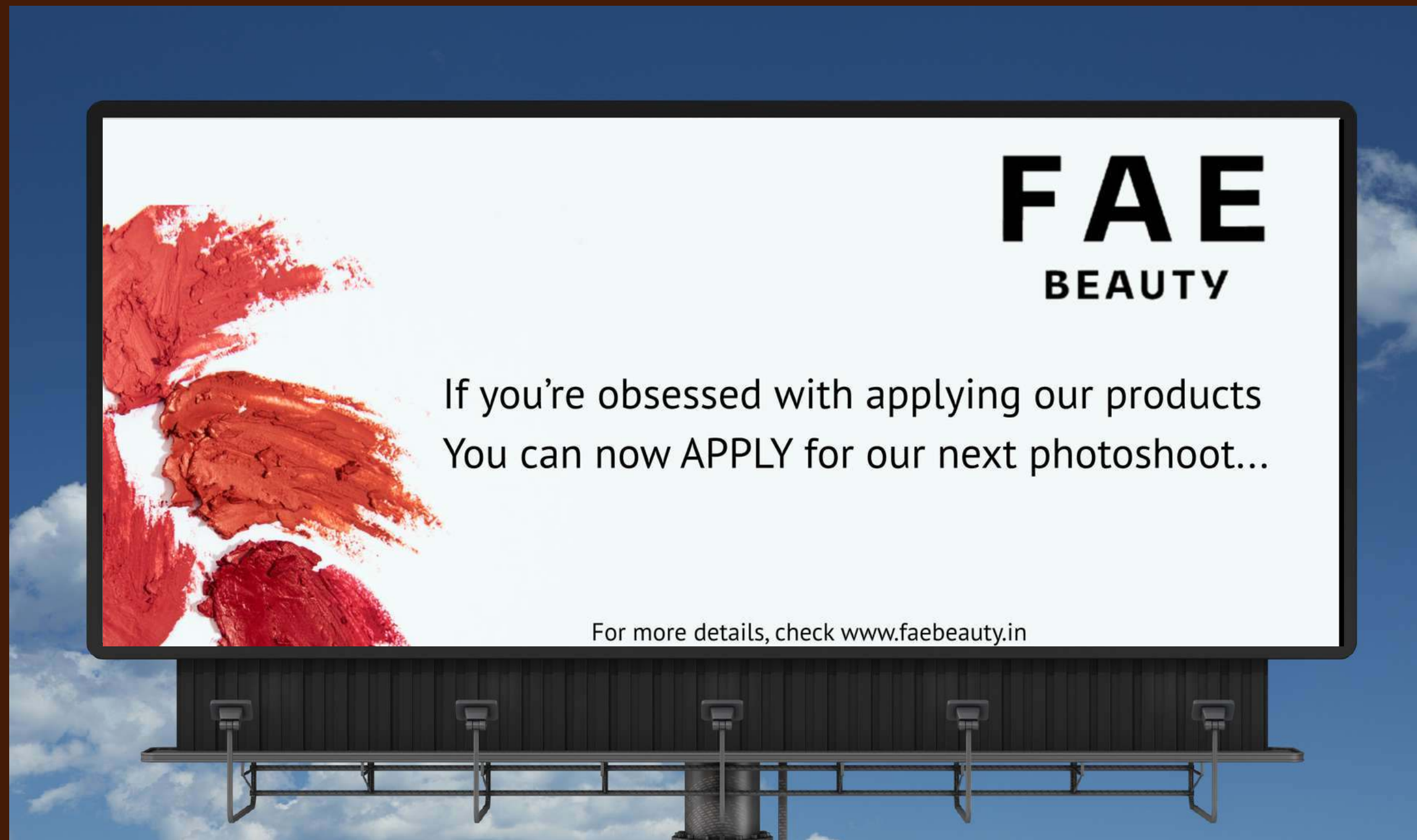


TASTY TREATS

In a pan sprinkled with some oil, add your choice of spices and flavours and mix makhana's till the aroma of flavour is infused. Transfer in a bowl and enjoy.

Spec Ad

Brief: Write a hoarding copy for Fae Beauty calling non-model women for the shoots and asking people to apply for the same.



In my 3 years of experience, I worked at

HAMSTECH

Worked as a content writer and wrote website blogs, translated English content to Hindi and provided app content for Hunar online courses.

V GREEN MEDIA

Worked as a copywriter and creative strategist. Generated ideas and concepts for content creation and also worked on marketing collaterals and ad scripts.

E-PIXEL WEB

Worked as a content & copywriter. Wrote engaging landing pages and website content. Assisted creative team with every form of content.

MS EDUCATION ACADEMY

Worked as a content writer. Assisted in the process of ISO certification. Created SOP, JD and proofread and edited content for school books.

MY EDUCATIONAL JOURNEY

B.A (MASS COMM & ENGLISH LIT)
OSMANIA UNIVERSITY COLLEGE FOR WOMEN

COMMERCE, ECONOMICS AND CIVICS
ST. GEORGE'S GIRLS JUNIOR COLLEGE

STATE BOARD OF ANDHRA PRADESH
SUJATHA HIGH SCHOOL

Let's have a conversation...

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