

PRIANKA GHOSH

COPYWRITER

MEDIA EXPERIENCE

Iris Worldwide | Singapore

10.2018 - 12.2020

Copywriter

Iris is an international creative agency that is pushing the envelope with forward-thinking creative strategies.

- I take projects from brainstorming and conceptualization to execution as integrated campaigns
- I work closely with the Strategy, Planning and PR teams to create campaigns that brands and consumers will love

Key Clients: Samsung, PayPal, Starbucks, Abbott, Philips, Fitbit, Guinness & Sustenir

Tickled Media | Singapore

05.2017 - 12.2017

Senior Branded Content Writer

Tickled Media is the publisher of theAsianparent.com with an audience of 32 million moms every month.

- I developed a streamlined process that improved the Branded Content team's workflow leading to a ~30% increase in revenue
- I helped the sales team with early stage content ideation which improved conversions on sales pitches by ~25%

Key Clients: LEGO, Disney Pixar, Holiday Inn, Huggies, Hong Kong Disneyland, Resorts World Sentosa

Culture Trip | Singapore

08.2016 - 08.2017

Culture Content Writer & Editor

Culture Trip publishes curated localized travel content to an audience of over 15 million users per month.

- I brainstormed, researched and wrote lifestyle, cultural and travel content about Singapore
- I collaborated with brand marketing managers and PR agencies to collaborate on events listings and neighbourhood guides

Collaborations: Singapore Grand Prix, Universal Studios Singapore, Gardens by the Bay, The Projector




ABOUT ME


Prianka has a voracious appetite for words, whether it's reading them or writing her own.


Her 10 years of work experience has taken her from the cosy world of education to the fast-paced one of advertising. She has worked across editorial, B2C and B2B branded content, including planning monthly content calendars and developing regional and local digital campaigns.

Now she's looking for her next opportunity to create great content.

GET IN TOUCH!

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 priankaghosh@gmail.com

 www.priankaghosh.com

TEACHING EXPERIENCE

Mindlab International | Singapore 09.2014 - 09.2016
Writing & Literature Teacher

Mindlab International is a leading educational centre based in Singapore.

- I convinced students and their parents to sign up for the Mindlab program based on a trial class
- I designed study plans for students following different curriculums including International Baccalaureate and IGCSE A and O-Levels

Topia Academy | South Korea 09.2010 - 09.2014
Head Teacher - Speaking & Debate

Topia Academy is one of the largest English-learning institutes in Korea.

- I taught students from elementary through high school a range of topics including phonics, speaking practice and debate
- I coached older students in TOEFL prep in order to interview for and attend international schools

EDUCATION

Heriot-Watt University | Distance Learning 09.2015 - 05.2017
Postgraduate Certificate in Business Administration

Courses:


- Marketing
- Economics
- Accounting


Carleton University | Ottawa, Canada 09.2004 - 05.2009
Bachelor of Arts Honours
Major in English Literature, Minor in Law

SKILLS

Copywriting	● ● ● ● ●
Editing	● ● ● ● ●
Longform Content	● ● ● ● ●
Ideation	● ● ● ● ●
Email Marketing	● ● ● ● ●
Social Media Content	● ● ● ● ●
Video Scripts	● ● ● ● ●
Health Care	● ● ● ● ●
B2B Writing	● ● ● ● ●

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