





# Hitika Bhan

Copywriter

 New York, NY, USA



 Hitika's availability **should be discussed**

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

 [Website](#)  [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Hourly Consulting, Permanent Positions, Freelance Assignments

## Skills

Copywriting (Advanced)

Digital Copywriting (Advanced)

Creative Writing (Advanced)

Tone Of Voice (Advanced)

SEO Copywriting (Intermediate)

Marketing Copy (Advanced)

Writing (Advanced)

## Languages

Hindi (Native)

Italian (Basic)

English (Native)

## About

I'm a 30-year-old copywriter with 3+ years of experience in the oh-so-fancy world of luxury.

My bio? A cocktail of a person with a background in technology holding a master's degree in Creative Advertising. Phew.

### BRANDS WORKED WITH

EssilorLuxottica

Havas Media Group

Rankwatch Inc

RNF Technologies

The Side Show

## Experience



### ● Copywriter

EssilorLuxottica | Nov 2020 - Now

Brands:

Alain Mikli

Costa Del Mar

Native Eyewear

Oliver Peoples

Persol

Sunglass Hut (for Burberry, Bvlgari, Chanel, Dior, Dolce&Gabbana, Giorgio Armani, Michael Kors, Oakley, Persol, Prada, Ray-Ban, Tiffany & Co., Tory Burch, Valentino, Versace, Vogue Eyewear)

Platforms:

UX writing

Email marketing

Product descriptions

Social media

Branded in-store content

Markets:

North America

Asia

Europe

Australia/New Zealand

Skills: Retail · Luxury Brand Marketing · Email Marketing · Social Media Writing · User Experience Writing



### ● Probono Copywriter

The Side Show | May 2021 - Dec 2021

RnF Technologies India June 2015 - Nov 2016



### ● Junior Creative Copywriter

Havas Media Group | Jul 2019 - Oct 2020

Worked on Lamborghini

Main campaigns:

- Valentines Day 2020

- International Women's Day 2020

### ● SENIOR ACCOUNT MANAGER

Rankwatch Inc | Nov 2016 - Feb 2018

Client-facing role for Interactive Avenues, iProspect, MRM//McCann, Evening Standard



- **Project Manager**

RNF Technologies | Jun 2015 - Oct 2016

## Education & Training

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2018 - 2019

- **NABA Milan**

Masters, Creative Advertising

2011 - 2015

- **Delhi Technological University**

Bachelors of Technology, Information Technology