



# Muskaan Nagpal

Freelance copywriter

📍 Chandigarh, India

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

Hindi (Fluent)

Panjabi (Native)

## About

I am a passionate Copywriter & Email Marketing Strategist having expertise of 1.7 years. I work closely with my clients in developing strong brand identities that define and exhibit values and also professional entities to define your tone. I am a strong team player, a social butterfly, and an adventure-seeking and comfort-loving individual.

### BRANDS WORKED WITH

Swiggy

Uhbn

## Experience



### ● Copywriter

Swiggy | Feb 2022 - Now

Responsible for handling the third-party projects like Dharma Productions, Netflix, Amazon, ZEE, etc. Sole person for 2 categories- Gourmet & Guiltfree Other responsibilities- Push notifications, Landing Pages, Festivities, Emailers, In-app & off-app videos, in app campaigns, etc.

### ● Freelance Copywriter

| Aug 2021 - Now

It's been a year already since I started this journey and I cherish working with wonderful people every day.

### ● Copy & Content Writer

Uhbn | Apr 2021 - Aug 2021

Developed copy for Twitter ads, posts, Newspaper ads, and SMS campaigns. Created content for Press Releases, blogs, and in house messaging. Ignited with 346 followers and left at 12,496 followers in August.