



CHANCHAL VERMA

COPYWRITER | SOCIAL MEDIA & CONTENT STRATEGIST

Transforming Ideas into Impactful Content

CONTACT

+91-9645697062

being.chanchalv@gmail.com

Bengaluru, India

EDUCATION

2019-2021

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, MUMBAI

- Master of Fashion Management

2013 - 2017

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, KANNUR

- Bachelor in design- Fashion Design

SKILLS

- Content Strategy and Copywriting
- Social Media Campaigns and Management
- Influencer Marketing
- SEO Content and blogging
- Trend Spotting and communication
- AI tools for content creation

CERTIFICATIONS

- Digital Marketing - MyCaptain
- Marketing and Advertising - MyCaptain
- Creative Writing - MyCaptain
- Blogging and Content Writing - MyCaptain

PROFILE

Creative and performance-driven Copywriter and Social Media Strategist with a proven track record of building and executing content strategies that drive engagement, growth, and retention. Experienced in content and copywriting, storytelling, social media, and influencer marketing. Skilled in using AI tools for content creation and optimization.

WORK EXPERIENCE

Nek by JAR

JUL 2024- MAR 2025

Content Writer

- Crafted engaging social media content, including captions, reel voiceovers, story content, and grid texts
- Developed creative reel concepts and ideations to enhance brand engagement
- Created stories via WhatsApp communications, push notifications, articles etc

Snapmint

OCT 2023- JUL 2024

Content Writer

- Led content for push notifications, WhatsApp, and SMS content to drive user engagement and retention
- Improved push notification CTR from 0.7% to 2-3% through strategic A/B testing and optimization of hooks, timing, and tone.
- Managed Instagram and LinkedIn content to build community and brand presence

Reshamandi

FEB 2023- OCT 2023

Creative Content Writer

Wrote product descriptions, SEO blog content, and optimized catalog copy for improved discoverability and conversions.

GIVA

FEB 2022- JAN 2023

Content Strategist

- Strategized and executed social media campaigns, including ideation and planning
- Managed Instagram with a content calendar, posting 90+ posts/month
- Wrote and edited blogs, website content, social media, and ad copies
- Created and refined video scripts, storyboards, and audio scripts
- Drafted product descriptions for weekly launches on Shopify

Synshell

JAN 2021- OCT 2021

Influencer Manager and Strategist

- Social Media Management for Influencers
- Established content pillars while creating and maintaining content calendars for the influencers
- Copywriting and blogposts