

# Nandini B P

35<sup>th</sup> cross, Banashankari 2<sup>nd</sup> Stage, Bangalore, India - 560070

☎ +91 9986386162 [Nandinibp1991@gmail.com](mailto:Nandinibp1991@gmail.com)

## QUALIFICATION:

- MSc Psychology in HRDM
- Triple Major- BA in Journalism, Psychology and English Literature

**EXPERIENCE:** 5 years 3 months

## AREAS OF EXPERTISE:

- Copy Writing
- Proofreading
- Training
- Co-ordination
- Cataloging
- Market research
- Editorial
- Ecommerce
- Social Media
- Microsoft office
- Time management and prioritization.
- Marketing
- Data procurement

## SKILL SETS:

- MS Office
- Test Construction
- SOLVE
- Acrobat
- InDesign
- QuarkXPress

## THESIS PAPER:

“Settlement Benefits and Productivity of Technical Employees in a Manufacturing Industry: A Case Study”

## OTHER DETAILS

- DOB – 8<sup>th</sup> November 1991
- Passport No. Z3115627

## LINKEDIN PROFILE

<http://www.linkedin.com/pub/nandini-bp/57/174/410>

## Summary:

A copywriter with over 5 years of experience in content writing, editing, and personnel management. Resourceful, analytical and detailed driven, with capabilities to handle multiple projects with competing deadlines. Strong team member with an ability to adapt to the demanding situations and changing business dynamics by taking lead in achieving the target within a stipulated time frame. Reliable follow-through skills and interface effectively with co-workers, management, client and customers.

## Work Experience

### Alliance Data Card Services

[October 2019– Present]

**Position:** Senior Copywriter – Creative Agency

- Copy for print collaterals for our cardmembers on behalf of our partner brands
- Copy production for a range of marketing communications tactics and savvy direct-to-consumer marketing material that are attention-grabbing and action oriented
- Responsible for learning the tone and voice for each specific brand partner

### JCPenney

[January 2018 – October 2019]

**Position:** Copywriter – Creative Advertising

- Copy production of Affiliate, Campaign, and Streaming ads to support the JCPenney brand and marketing initiatives
- Working closely with Plano partners to execute solutions that connect with our customer
- Collaborate with the Design team, Creative Manager, and Project Manager while maintaining the JCPenney copy standards
- Copy Creation for Internal Communication initiatives: The Penney Post, JCPenney Dairies
- Supporting the proofing team in the quality management of ads before the publish
- Core member of the Preprint production team in Bangalore

### Reliance Retail ( [www.AJIO.com](http://www.AJIO.com) )

[January 2016 – January 2018]

**Position:** Senior Fashion Content Writer

- Content SPOC, handled a team of 10 writers
- Served as a SPOC for Vendor Information Management
- Responsible for the procurement of the product data from the vendors
- Point of contact between the Buying & Merchandising team and the Content team
- Responsible for churning out the content for the site and meeting deadlines
- Responsible for catalogue and marketing content creation
- Responsible for the creation of Shop the Look segments and sizing at the content level
- Ensuring the quality of the content of the site on a regular basis
- Preparing the training documents and glossary for the new segments (Menswear and Kidswear)
- Job profile includes working with international brands, namely Kira Plastinina, MDS, Holster, Cross Jeans, TALLY WEIJL and Marks & Spencer
- Contributing towards catalog creation of Reliance Trends online

### Myntra Designs Pvt. Ltd.

[November 2014 – September 2015]

**Position:** Content Quality Auditor

- Responsible for auditing and proofreading the content and imagery for the online catalogue
- Extracting information from the database and implementing the same on the range of products
- Localizing language for UK English for the mobile content format
- Handling the task of changing, modifying or condensing the content to enhance the quality
- Making sure all necessary images, tags and size charts have been uploaded for the right product
- Monitoring and assessing the work of the content writers, image re-editors and the sizing team
- Played an active part in the initiation of the new work flow process

**CERTIFICATIONS**

- SOLVE – Integrating mental health practices at the workplace
- Test construction
- Orientation workshop on Transactional Analysis
- Neuro Linguistic Programming

**OTHER INTERESTS**

- Layout Designing
- Photography
- Travelling

**STRENGTHS**

- Strong interpersonal skills
- Public speaker
- Adaptability

**LANGUAGES KNOWN:**

- English
- Hindi
- Kannada

**NATIONALITY:**

- Indian

**SOCIAL RESPONSIBILITY**

- AIDS and Women Empowerment Campaigns (NCC, Christ Junior College)
- Active part of CSA (Center for Social Action, Christ Junior College)

**EY**

**Position:** Tax Associate

- Played an important role in the tax preparation process of clients
- Played an important role in building a bridge between the clients and the country tax teams
- Procured data and compiled information required for the preparation of tax
- Responsible for training the new joiners on the process
- Gained knowledge of tax laws of Germany, USA, Belgium and Italy

**Internship Experience**

**TATA Power Strategic Engineering Division**

**[December 2013 – March 2014]**

**Position:** HR Project Trainee

**L&T Construction Equipment Limited**

**[April - May 2013]**

**Position:** HR Intern

**Pantaloons Retail India Limited (PRIL)**

**[October- November 2012]**

**Position:** HR Intern

**HDFC Standard Life Insurance**

**[ April – May 2012]**

**Position:** HR Intern

**Daily News and Analysis (DNA)**

**[April – May 2010 and April – May 2011]**

**Position:** Media Intern

- Worked under the Civic, City, Crime, Rain, and Life & Living Beats.
- Conducted Ward Yatras (ward analysis) of 12 wards (Electoral constituency) in Bangalore
- Interviewed Mr. S.K.Natraj (former Mayor of Bangalore)
- Interviewed Mr. Ramchandre Gowda (former Medical education Minister)
- Interviewed Mr. AKM Nayak (Chief Information Commissioner)
- Covered Bangalore Karaga 2011 and worked for an article for the UnderBelly (Sunday section)

**Education:**

Masters in Psychology – HRDM (Human Resource Management and Development) Christ University	2012- 2014
Bachelor of Arts , (JPEng : Journalism, Psychology, English Literature) Christ University	2009-2012
Christ Junior College PPES (Psychology, Political Science, Economics, Sociology)	2007-2009
Matriculation (SSLC) Mary Immaculate High School	2001-2007

**Personal Achievements:**

- Contributed towards college publications like Campus Bulletin and Infact
- Won in various collegiate and inter collegiate quiz competitions and attended national level seminars on Media
- Served as the Chief Reporter of CCTV (Christ Campus TV)
- Developed training modules on Leadership Skills and trained Undergraduate students, Christ University
- Served as the layout designer for the Department of Psychology, Christ University
- Served as the “University Level **Student Council Member**”, Christ University