VRITIKA

Brand & Product Writer

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PROFILE

Copywriter with 5+ years across consumer fintech and advertising. I've owned brand voice, product and in-app copy, and performance creative — so an idea holds its shape from the campaign line to the ad to the screen and brand's channel.

Currently at Kiwi, where I own tone of voice and a slate of branded content IPs alongside performance, lifecycle and website copy — in a regulated category where every line carries a compliance constraint.

EXPERIENCE

Assistant Manager, Brand & Copy · Kiwi Dec 2024 – Present

Promoted from Copywriter & UI/UX Writer, April 2026

- Built and ran Kiwi's owned content IPs — Kiwipedia, Peeling the T&Cs, Kiwi Paglus, Under Budget Club and making of the Peeling the T&Cs newsletter.
- Own brand tone of voice and the guidelines that keep product, marketing and growth reading as one brand.
- Shot and directed testimonial ad built on a lifetime-savings hook that lifted conversions 10%. The campaign is still live.
- Rebuilt email strategy from promotional to utility-led after engagement stalled, moving the calendar to value-first content.
- Own end-to-end performance copy across Meta and YT video formats including working with the influencers and agencies for brand integration across.
- Wrote the website end to end, setting the voice across every page.
- Run influencer campaigns from creator selection through content direction to performance review.
- Write in-app UX copy, push and lifecycle CRM in a category where compliance shapes every line.

Senior Copywriter · OpusCDM Nov 2023 – Dec 2024

- Produced a TVC featuring Rashmika Mandanna as part of a national brand campaign.
- Held the **Epson and Seiko** accounts, delivering campaign work across digital and traditional media.
- Wrote the Grand Seiko website, profiling the pioneers behind cultural shifts.
- Wrote TVC, digital film and radio scripts.

Senior Copywriter · FreeFlow Ideas Mar 2022 – Nov 2023

- Led copy on the FabricSpa campaign, which won a Pepper Award.
- Wrote and scripted reels for a performance campaign that drove a ~30% lift in orders.
- Developed campaign copy with design teams across brand and digital work. *(Brigade, FabricSpa, Cothas Coffee, The Presidential Tower, Gleneagles Hospitals, ChopServe)*

Copywriter · Pink Lemonade Communications Mar 2021 – Feb 2022

- Created copy for client projects across digital and traditional media. *[The Bowl Company & Homely by Swiggy, Shell, ITC Sunfeast, Gourmet Garden, Freshworks, Wabtec)*

SKILLS

Brand Tone of voice, brand guidelines, positioning, content IP development, creative strategy

Writing Copywriting, script writing, UX and product copy, long-form and editorial, social media

Growth Performance marketing copy, CRM and lifecycle, push and email, A/B testing, SEO basics

Ways of working Cross-functional with Product, Design and Growth; influencer campaigns; startup speed

EDUCATION

MA English · Panjab University · Linguistics and Cultural Studies

BBA, Marketing · Punjabi University, Patiala