

# Vaishali Parnami

Copywriter | Creative Blogger | Imaginative Thinker

## PROFILE

Creative, skilled, and accomplished professional with diverse knowledge of content writing. Seeking a position as a copywriter in an organization where my skills and proficiency will be utilized.



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## EDUCATION

### B.Tech (CSE)

JECRC UDML College of Engineering, Jaipur  
(77.8%)

### Senior Secondary

St. Angela Sophia Sr. Sec. School, Jaipur  
(85%)

### Secondary

St. Angela Sophia Sr. Sec. School, Jaipur  
(89.3%)

## SKILLS

Social Media Management

Content Writing

Website Content Generation

## CO-CURRICULAR

### Heartfelt

Handmade Gifts and Card shop

### Tae-Kwon-Do

Super Blue Belt

## EXPERIENCE

### C-Net InfoTech (Web Technical Support)

Coordination of a government project- Raj eVault, social media campaign planning, blog writing

### Cbetter (Copywriter)

Social media content generation, website content creation, blog post articles

### DotSquares (Junior Content Writer)

Blog post articles, news article writing, editing

### Mr. P Mediaworks (Copywriter)

Content creation and campaign designing for social media, creative content for real estate and other print media

## CERTIFICATIONS

- ✓ Certification in Salesforce- *Salesforce Certified Administrator (ADM-201)*
  - ✓ Two months certification in the language C and C++.
  - ✓ Three months certification in the language JAVA (Core).
- ✓ Secured 1<sup>st</sup> position in 1<sup>st</sup> district level Pencak Silat Martial Art Championship'08.
  - ✓ Secured 2nd position in State Level Martial Arts Championship'07.

I have been working as a copywriter for two years, and I have a passion for writing creative and innovative content. My working area includes blog writing, article writing, social media marketing (creative content generation), web content creation, and technical content writing. I am an achiever and always endeavor to complete my work within the given time limit. I am a devoted reader, friendly, and a positive thinker.

## Sample Work

### Sample 1: Blog Post (Debt or Equity Financing - Which one do you prefer?)

Today, startups and businesses are of the opinion that equity financing is always the first option. The reason is simple, you don't have to repay the money and there is no burden of interest. What most of the new entrepreneurs forget here is that there should be always a fair balance between debt and equity financing. Here's why I believe this-

#### Equity Financing

Though equity financing is important for certain industries, for others it is just a choice. When you join hands with an investor it gives you experience, helps your business grow, and assist you in making the correct decisions. Additionally, you don't have to pay interests on the raised capital, and the devil of debt does not haunt you.

However, that is not always the true. Equity financing is great if your major goal is expansion but if you need funds for operations, then equity financing is not worth it. Giving away stake in your business and losing power to make decisions independently is not always the right choice. Let's say you have an awesome plan for your startup and you are sure it will work, but you can't execute it because some of the investors might not agree.

Although you cannot totally avoid such scenarios, you can minimize it by using debt financing rather than equity financing for operational costs.

#### Debt Financing

Debt financing is less preferred for various reasons, the major one is paying interest on borrowed money. This may seem frightening, and many negative thoughts may cross your mind, like what if you are not able to pay it back? If you move past this fear and see beyond it, you'll realize that there is practically no harm.

If you only want funds for operations, then debt capital is the best way out. You don't lose a stake in your business, you just have to pay some extra amount back. With right choices, you can easily raise this capital back, but you can't change the impact of equity financing on how your startup runs.

Hence, in the end, I would say you have to take risks in everything. Even if you go with equity financing, you might risk how your office runs and face effects of bad decisions. On the other hand, with debt financing, you'll have to pay interest and somehow if you can't repay it, you end up losing assets. So, select wisely, while equity financing is great for expansion, debt financing is excellent for operations.

## **Sample 2: Blog Post for Co-startup (How Blogging Can Benefit Your Startup)**

If you surf the internet today, you will notice that many startup websites are flooding the market and everywhere you can eye your competitors reaching new heights. In this struggle, how do you expect to outshine your Startup?

One mistake that I've seen a lot of startup entrepreneurs make is not setting up their blog. Blogging spreads the idea of your startup and makes it more visible. Quite a good amount of people love reading blogs, so go ahead and give your audience a chance to know you better.

### **Customer review**

Blogging not only makes the concept of your startup clear but also helps you grab some customer review. You will easily get to know if people will like your product or service.

### **SEO ranking**

Constantly posting blogs about your startup can improve your SEO and your startup's search engine ranking. Your overall visibility and online presence increase with blogging.

### **Interactive blog**

A blog that interacts and communicates is the key. Many companies go about throwing their message and startup motto. You don't want to make that mistake, instead, go for a blog that will communicate with your target audience.

### **Co-Founder search**

A creative and good blog can help you in finding your perfect partner in crime. Your blog can make a big difference, and you might end up meeting your co-founder.

### **Potential employees**

Your blog can attract potential employees towards your company. People may find you, like your idea, and hence, might want to spend their time working with you and innovate something new.

### **Early customer base**

While practically you can start building your customer base only after you launch your product or service. However, blogging can assist you in building an early customer base. It can spread the word, and your product will be known even before it has been launched.

### **Increased visibility**

Blogging increases your online presence and market visibility, and you will notice that your customers have started recognizing you.

### **Sample 3: Taglines/Slogans for Digital and Print Media**

#### 1. Forhex Fair- Digital and Print Media

- The hand-felt magic of art
- The heart of the art

#### 2. Real Estate Brochure- Print Media

- Radiance with the touch of elegance
- True essence of nature and magnificent décor.
- Experience the royalty in the lap of nature.
- A notch higher than excellence
- An exclusive address, a home for you to cherish.
- Dynasty that set your world apart
- Seek your guests and acquaintance to a plethora of comfort.
- Elegance at every footstep

#### 3. Newspaper Advertisement

- Where glamour unfolds
- Because ... elegance starts with you

#### 4. Medical Tourism

- We foster the art of healing.
- Redefining finest care.