



PRIYA CHAUDHURI

Copywriter

Senior copywriter with 9 years across agency and in-house, focused on financial services, travel, and CPG. Lead campaign concepts from brief through production and present work to VP and CMO-level clients.

CONTACT INFORMATION



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EDUCATION

- **B.F.A., WRITING FOR FILM AND TELEVISION, EMERSON COLLEGE, 2015**

KEY SKILLS

- Campaign conceptualing
- Integrated brand campaigns
- Naming and taglines
- Long-form editorial
- Broadcast and digital scripts
- Strategy collaboration
- Client presentation
- Mentorship
- Figma, Frame.io
- Brand voice systems

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER | HARBOR & FINCH AGENCY, BROOKLYN, NY | 2020 - PRESENT

- Lead writer on a national rebrand for a regional bank, covering positioning, naming for two product lines, and a 12-asset launch toolkit.
- Concepted and wrote the integrated campaign that grew unaided brand awareness from 14% to 31% in the target metro per the post-flight tracker.
- Partner with strategy on quarterly creative briefs and run weekly copy crits for a pod of four writers.
- Sold through a riskier print and OOH idea to a conservative legal team, which went on to win a regional ADDY.
- Built out a long-form thought leadership program for the CEO, including bylined pieces in two trade publications.

COPYWRITER | MARBURY LOFT, NEW YORK, NY | 2017 - 2020

- Wrote campaigns for a global luggage brand and a chain of boutique hotels, including a 360 launch around a new carry-on line.
- Drafted and edited scripts for 15+ broadcast and digital video spots over three years.
- Pitched the line that became the chain's tagline, used across booking flows and in-room collateral.
- Mentored two junior writers through the agency's portfolio review program.

JUNIOR COPYWRITER | QUILL & CINDER, NEW YORK, NY | 2015 - 2017

- Wrote digital banners, paid social, and landing pages for a roster of mid-size B2B clients.
- Built case study templates and ghostwrote three founder LinkedIn programs.
- Stepped in as lead writer on a fintech pitch the agency won.