

writing genius
great with headlines
jargon free emotional copywriting
millennial
curious
vocabulary superpower
evolving the answer for "who am I?"

WHO I AM

a woman of few words, except when writing
creative thinker
storyteller (**hat tip**: Seth Godin & Charity:Water)
researcher
meditator (thrice, everyday since 8 years)

WHAT I DO

write with attitude
work with passion
ask my favorite questions : "**why**" and "**what's your goal**"
write stories your brand will love
convert a boring mundane story into a delightful read
we live in a visual world; believe visual is as important as words; good at keynote decks

WHERE I'VE BEEN

did a two years full time MBA HR, Mumbai University; started in Lafarge as an HR trainee

left to work on more meaningful writing projects; (writing was always my calling)

freelancing since 3 years

created conversational art you could have in your offices that connect at visceral level; cartooning for culture change on my medium blog

published a short story in an anthology

published small articles and poems in newspapers

taught meditation programs to youngsters

WHY YOU NEED ME

i have amazing resources and inspirations for almost everything

i steal like an artist

you're too busy to focus on a good copy; i'll love to help you on that

your story needs more research; more answers to your "whys"

i heavily follow Sri Sri, Seth Godin, Hugh Macleod and Jason Fried

Bonus: you've been too stressed; i'll help you meditate & relax!

HOW DO YOU FIND ME

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