

PRAGYA SALAMPURIA

WRITER



Education

TERRIBLY TINY TALES
2024

Writing that Sells Pro

SPRINGBOARD ACADEMY
2020 - 2021

UI/UX Design

PEARL ACADEMY, NOIDA
2012 - 2016

AFFILIATED WITH, NOTTINGHAM TRENT UNIVERSITY
Bachelor of Arts (B.A.) Fashion Design

Skills

- Contentwriting & Copywriting
- Brand messaging
- Story conceptualisation
- SEO
- Content development
- Illustration & Sketching
- Social media marketing

Software

- Adobe Illustrator
- Sketch
- Canva
- MS Office

Profile

I'm a creative and detailed oriented content Writer with background in Fashion design and UI/UX design. I love crafting and engaging content for different audiences. I enjoy blending design principles with storytelling to make great user experiences and strong brand identities. My expertise in storytelling helps me create experiences that keep audiences strapped and ready to take off.

Work Experience

HEAD & LEAD DESIGNER
7:21 WARDROBE

Aug 2017- June 2019

7:21 Wardrobe, a conceptual brand that designed clothes for young corporate women. Being the lead designer, I was involved in the study of the market trend, designing sketches and patterns, purchasing raw materials. Wearing multiple hats taught me a lot about marketing and sales, and helped me grow both personally and professionally.

JR. PRODUCTION DESIGNER -
SABYASACHI MUKHERJEE

July 2016 - May 2017

At Sabyasachi, I was part of the bridal production team, responsible for the timely delivery of the bridal ensembles. I got the chance to collaborate with other different departments like Color dyeing unit, printing, stitching, sales, etc. to ensure timely delivery of ensembles to all clients.