



# VRINDA MAHESHWARI

## CONTENT WRITER

### ABOUT ME

Raised in India and a graduate from Singapore, the diaspora of cultures of both lands have enhanced my understanding of Fashion, design and communicating lived experiences through writing.

When I am not penning down every thought and existential crisis that crosses my mind, I love to experiment with fashion styling, leisure writing and dancing, and not just the dancing in shower kind.

Check out my portfolio to see my versatility as a writer:

<https://vrindamaheshwari.wixsite.com/my-site-4>

### WORK EXPERIENCE

#### Designory, Singapore | Copywriting Intern

MAY 2022- AUGUST 2022

- Assisting in ideation processes and creating copy for Samsung across all social channels, including SEO friendly and e-commerce copy
- Created copy for Red Hat's website and EDM to raise awareness about the annual Red Hat Ansible on Automation's benefits for businesses
- Created copy for #TwitterAdTalks on how Twitter can help businesses advance their e-commerce shopping platforms
- Assisting in art direction and creating copy for Honda motors to launch new hybrid models and The Cars@Expo 2022, used across all social platforms

#### Nykaa Fashion, Mumbai | Social Media Marketing Intern

MAY 2021- AUGUST 2021

- Creating copy for Nykaa Fashion Instagram relating to the latest trends, fashion essentials and festivals
- Assisting in curating product posts for Instagram
- Creating UTM codes to further improve tracking and effectiveness of Nykaa Fashion's digital marketing campaigns.
- Researching relevant ideas and assisting in creating presentations for campaigns

#### Cotton World, Bangalore | Fashion Marketing Intern

MAY 2019- MAY 2019

- Assisted in research and building case studies of current and upcoming fashion trends using trend forecasting websites
- Understanding export and import of garments and chains of distribution
- Introduced to the basics of garment production and technical aspects of garment-making

### TECHNICAL SKILLS

Softwares used for 3+ years

Adobe Photoshop ●●●●●  
Adobe Illustrator ●●●●●  
Adobe InDesign ●●●●●  
Adobe Lightroom ●●●●●

### LANGUAGES

English (Fluent)  
Hindi (Fluent)

### RELEVANT EXPERIENCE

#### Curatorial Team for #SGFASHIONNOW 2 | ASIAN CIVILIZATION MUSEUM X LASALLE College of the Arts

Singapore, 2022

- Assisted the curatorial team during the execution phase of #SGFASHIONNOW 2, a collaboration between LASALLE X ACM
- Interviewed contemporary fashion designers with connections to Singapore on their take on the "Architecture of Drapes"
- Created curatorial content and write-ups for the exhibition
- Assisted in editing section text and curatorial statement for ACM and #SGFASHIONNOW's e-publication

#### Co-Head Writer | PHANTASM: A DIGITAL EXHIBITION | LASALLE College of the Arts

Singapore, 2021

- Nominated as Co-Head Writer for Phantasm: A Digital Exhibition founded on the theme of Phantasmagoria picked up from WGSN
- Led a team of writers and created, curated and edited content
- Led interviews with a wide range of artists across the SEA narrative on their take on Phantasmagoria and their chosen field of art
- The digital exhibition was covered by Vogue Singapore and won at the Red Dot Design Awards 2021

#### Head of Logistics | BMUN 2018 | Bangalore

- Led a team to aid in logistical operation during South India's oldest Model UN
- Upheld leadership skills to create a smooth experience for all participants of BMUN including faculty members

#### Volunteer at Melange | House of Anita Dongre

Singapore, 2019

- Assisted models behind the runways to change and ensure a smooth show and proper time management

### EDUCATION

#### LASALLE College of the Arts, Singapore

BA(Hons) Fashion Media and Industries  
2019-2022

#### VIDYA NIKETAN SCHOOL

High school Diploma  
2007-2019

### CONTACT:

+65 98126152 | + 91 8971546815  
vrindamahesh14@gmail.com