



Hitika Bhan

Copywriter

New York, NY, USA

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Links

[Website](#) [LinkedIn](#)

Languages

Hindi (Native)

Italian (Basic)

English (Native)

About

I'm a 30-year-old copywriter with 3+ years of experience in the oh-so-fancy world of luxury.

My bio? A cocktail of a person with a background in technology holding a master's degree in Creative Advertising. Phew.

BRANDS WORKED WITH

EssilorLuxottica

Havas Media Group

Rankwatch Inc

RNF Technologies

The Side Show

Experience



● Copywriter

EssilorLuxottica | Nov 2020 - Now

Brands:

- Alain Mikli
- Costa Del Mar
- Native Eyewear
- Oliver Peoples
- Persol
- Sunglass Hut (for Burberry, Bvlgari, Chanel, Dior, Dolce&Gabbana, Giorgio Armani, Michael Kors, Oakley, Persol, Prada, Ray-Ban, Tiffany & Co., Tory Burch, Valentino, Versace, Vogue Eyewear)

Platforms:

- UX writing
- Email marketing
- Product descriptions
- Social media
- Branded in-store content

Markets:

- North America
- Asia
- Europe
- Australia/New Zealand

Skills: Retail · Luxury Brand Marketing · Email Marketing · Social Media Writing · User Experience Writing



● Probono Copywriter

The Side Show | May 2021 - Dec 2021

RnF Technologies India June 2015 - Nov 2016



● Junior Creative Copywriter

Havas Media Group | Jul 2019 - Oct 2020

Worked on Lamborghini

Main campaigns:

- Valentines Day 2020
- International Women's Day 2020

● SENIOR ACCOUNT MANAGER

Rankwatch Inc | Nov 2016 - Feb 2018

Client-facing role for Interactive Avenues, iProspect, MRM//McCann, Evening Standard



- **Project Manager**

RNF Technologies | Jun 2015 - Oct 2016

Education & Training

2018 - 2019

- **NABA Milan**

Masters, Creative Advertising

2011 - 2015

- **Delhi Technological University**

Bachelors of Technology, Information Technology