



Charu Dwivedi

Content strategist and creative with 5 years across brand, copy, design, and video. Passionate about verbal and visual storytelling, and endlessly curious about where the two meet.

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Experience

MyFi Feb 2025 – Present

Content Strategist

- Defined MyFi's brand voice and tone from scratch and built the guidelines now used across all customer-facing content
- Owned all social media channels end to end: strategy, copy, visual design, and publishing
- Developed content strategies across social media, ads, and notifications to keep messaging consistent and intentional
- Conceptualised and executed campaigns across formats, from social and video to landing pages and emailers
- Wrote product copy including push notifications, in-app messages, and other customer touchpoints
- Conceptualised, wrote, shot, and edited video content including ad films; appeared on camera and used AI tools in production
- Led conversation design on a fintech app, working directly in the product codebase to shape how it communicates with users

Various 2023–2025

Freelance Copywriter & Strategist

- Worked independently across F&B, hospitality, tech, and media
- Led strategy, conceptualisation, and creative direction across projects; work spanned brand writing, campaign ideation, and content positioning

Unilodgers Feb 2023

Content Marketing Associate

- Developed and executed content strategies across social media, email, blogs, and video
- Built and managed social media calendars, wrote copy, and conceptualised ideas for posts and campaigns
- Wrote and published SEO-optimised blogs consistently across the content calendar
- Set up, scheduled, and tracked email campaigns end to end using Zoho
- Ran campaigns across channels and monitored performance to keep execution on track
- Managed community engagement and maintained an active, responsive brand presence online

Stage 3 Apr 2020

Copywriter

- Wrote across formats including social copy, ad copy, emailers, video scripts, and blog content
- Conceptualised influencer campaign ideas and saw them through from ideation to execution
- Wrote product descriptions, landing pages, and blog content aligned to each brand's identity

Social Panga Oct 2019

Social Media Intern

- Handled social media pages, wrote copy, and contributed to campaign ideation for brands including MamaEarth, Fujifilm, and Reliance
- Managed community engagement and customer interactions across brand pages

Beyond Work

- Building a brand that sells design objects, starting with 3D printed lamps. (*Want one? You know where to find me.*)
- Actively studying prompt engineering, experimenting with AI generated video, and finding new ways to use Claude Code in my creative process.
- Into films, the kind you have to sit with after they're done.
- Currently also getting clay on my hands and occasionally on the floor.

Skills

Writing and Strategy

Copywriting Scriptwriting Brand Voice and Tone

Email Marketing Conversation Design

Social Media Management SEO

Influencer Marketing

Platforms and Tools

Zoho Meta Ads Manager Instagram Creator Studio

Wordpress Notion

Education

BA English | Psychology Minor

Lady Shri Ram College for Women New Delhi

Part of the Dramatics Society as an actor and scriptwriter

10+2 Equivalent

Rajghat Besant School, KFI Varanasi, UP

Design, Video and AI

Figma Canva Adobe Premiere Pro CapCut

ElevenLabs Claude Video Editing

Graphic Design