



GURDEEP LABANA

COPYWRITER & VISUAL DESIGNER

INFO

ADDRESS

Milano, Italy

PHONE

+39-3471359601

EMAIL

gurdeeplabana514@gmail.com

DATE OF BIRTH

01/02/1991

NATIONALITY

Indian

WEBSITE

www.gurdeepLabana.com

SKILLS

Content Creation



Content Strategy



Graphic Design



Adobe: Photoshop,
Illustrator, InDesign



LANGUAGES

English



Hindi



Italian



PROFILE

Kick – ass content and strong strategy are my tools to position wings of creativity at its right place. A researcher and observer who always keeps an eye on the latest trend of content strategy & conceptualization giving the right words to your design.

EMPLOYMENT HISTORY

Client Service Manager, Gcell Technologies Pvt. Ltd. *Gurgaon, India*

Oct 2016 – Sep 2017

- Regular updates to clients on the progress of projects and campaigns.
- Developing open and effective channels of communication with each client that can be employed by another department as well.
- Coordinating internal projects and determines the best utilization of resources to increase client satisfaction.
- Becoming a reliable point of contact for each client that is required to establish a strong business relationship.

Copywriter, Serviceplan India *New Delhi, India*

Oct 2015 – Oct 2016

- Writing focused concise and engaging material for different markets.
- Researching a client, their market, and competitors.
- Carrying out research for articles and banners.
- Presenting various options to clients, ideas, samples, etc.

Copywriter Intern, O Positive Communication Ltd. *New Delhi, India*

Mar 2015 – Aug 2015

- Created website, advertising related copy.
- Researching, conceptualize and pitch new campaign & project ideas.
- Created mock-ups and prototypes for presentation.
- Researching strategic, creative briefs and industry trends.

EDUCATION

Visual Design (MA)

Scuola Politecnica di Design – SPD

Oct 2019 – Dec 2020

Milano, Italy

COURSES

Visual Design (MA)

Raffles Milano Istituto Moda e Design

Nov 2017 – Nov 2018

Milano, Italy

Mass Communication, Advertisement & Journalism (MA)

Pran Media Institute

Jul 2012 – Dec 2014

Noida, India

Business Administration (BA)

Veer Narmad South Gujarat University – (VNSGU)

Aug 2009 – Feb 2012

Surat, India