

VISHRUT SINGH

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PROFILE

Computer Science and Business Systems graduate with hands-on experience in copywriting, content strategy, campaign ideation, founder-led communication, and product concept development. Comfortable moving between creative work, product thinking, research, and storytelling. Currently building a portfolio of original concepts and seeking opportunities in product marketing, brand strategy, growth, creative strategy, and consumer-facing startups.

EXPERIENCE

Digital Marketing Intern

FeedBox Digital Marketing

Jun 2025 – Aug 2025

Indore, Madhya Pradesh

- Wrote marketing copy, social media content, and advertisement scripts for B2B and B2C clients including Attero, Foodella, and Wellthya.
- Supported founder and leadership-focused LinkedIn content for clients across sustainability, food, and consumer-focused sectors.
- Contributed campaign ideas, messaging directions, and content concepts during collaborative creative reviews.
- Worked across multiple client briefs while adapting tone, format, and messaging for different audiences.

Freelance Copywriter

Amigos Cafe

Project-based

Indore, Madhya Pradesh

- Wrote scripts for two to three short-form promotional advertisements created for the cafe's social media channels.
- Collaborated directly with the owner to translate campaign ideas into concise, conversational, and platform-appropriate scripts.

Student Associate

TADS – Towards A Desirable Schooling

Feb 2021 – Aug 2021

Remote

- Participated in student engagement, mentorship, and community-led activities involving members from multiple city chapters.
- Worked directly with the Indore City Director and developed experience in collaboration, public communication, and presenting ideas.

PROJECTS

FindYourself – Cultural Music Discovery Concept

Apr 2025 – May 2025

- Conceptualized a platform intended to help users rediscover regional, dialect-based, and ancestral music through personalized recommendations.
- Designed the user journey, discovery filters, feature set, and product narrative around cultural exploration and music discovery.

EZCook – AI-Assisted Recipe Platform

Academic Project

- Designed an ingredient-first recipe experience featuring cuisine, difficulty, and meal-preference filters.
- Worked on product documentation, interface planning, user workflows, and the framing of personalized recipe-generation features.

Handover – Hand-Sign Interpretation System

Academic Project

- Developed a hand-sign recognition prototype using Python, OpenCV, MediaPipe Hands, and a custom key-point classification workflow.
- Designed interaction flows for converting recognized gestures into understandable text and speech outputs.

SELECTED CREATIVE WORK

Master Besan — Created the name, Hindi tagline, brand premise, and packaging direction for an intentionally absurd yet visually believable satirical FMCG concept. Used generative AI for visualization.

Absolut Totka — Developed a speculative visual advertisement combining recognizable global brand language with Indian cultural symbolism and wordplay.

Edit Se Majboor — Named an AI-powered image-editing application and created its initial logo using PicsArt despite having no formal logo-design background.

Complete write-ups, visuals, and creative experiments are available on the portfolio website.

EDUCATION

Medi-Caps University <i>B.Tech in Computer Science and Business Systems</i>	2022 – 2026 <i>Indore, Madhya Pradesh</i>
Rankers International School <i>CBSE Senior Secondary Education – Physics, Chemistry and Mathematics</i>	2020 – 2022 <i>Indore, Madhya Pradesh</i>
Indus World School <i>CBSE Secondary Education</i>	2016 – 2020 <i>Indore, Madhya Pradesh</i>
Delhi Public School <i>Primary and Middle School Education</i>	2010 – 2016 <i>Indore, Madhya Pradesh</i>

SKILLS

Marketing and Strategy: Copywriting, Content Strategy, Campaign Ideation, Brand Storytelling, Product Thinking, Market Research, Consumer Behaviour

Communication and Execution: Scriptwriting, Founder-Led Content, Social Media Content, Presentation, Creative Collaboration, Cross-Functional Communication

Areas of Interest: Product Marketing, Brand Strategy, Creative Strategy, Consumer Technology, Indian History, Cultural Anthropology, Regional Music, Internet Culture