

Niki Grewal

At the beginning of my advertising career, I would like to delve into the realm of a copywriter, and then proceed onwards to the position of a Creative Director.

I have always enjoyed playing with sentence structure and diction. One of my greatest strengths is my ability to analyze and critique a writing piece. I am able to see the faults in my writing and improve upon it until I have created a work that adequately expresses my sentiments. This talent could come in very useful because copywriters are constantly revising their work to make it better and fit the client's desires. A copywriter's work has to flow with the brand. It is very important to express a client's views in the right way; thus my ability to analyze, critique, and adjust my writing would be key to my success.

A weakness that I would certainly have to overcome is my creativity. I occasionally take things at face value; in turn it takes me longer to get my creative juices flowing. Often times, I find it hard to see the abstract, and it requires other people's ideas to get my thoughts to emerge. This class will teach me to tap into my creative side through brainstorming exercises and other techniques we will learn throughout the term. With a nudge in the right direction, I am confident I can create unique and influential ideas for clients.