

# Disha Jani

Disha Jani is a Senior Copywriter who has mastered the art of storytelling, from her days as a journalist to running her own crochet business. With a love for words and a passion for crafting compelling narratives, she's turned her knack for communication into a career that spans industries.

When she's not brainstorming the next big campaign, she's creating crochet pieces, dreaming of the day her side hustle takes over the world! What sets her apart? Her ability to blend journalistic precision with entrepreneurial grit.

P R O F I L E  
B R I E F

# Core Expertise

- Creative Copywriting | Turning Ideas into Stories
- Brand Voice Development | Crafting Authentic Connections
- Editorial Content | Research, Insights, and All the Good Stuff
- Campaign Copy | From Concept to Conversion
- Product & Business Storytelling | Connecting the Dots

**Founder - [@hookedoncrochet](#)**



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