

Riya Dosani, Native English Copywriter

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Profile

Creative copywriter with four years of work experience crafting cross-channel copy for fashion and lifestyle brands, and SaaS companies in the EU. Clients I have worked for: Zavvy.io, Coca-Cola, Raymond Fabrics, Verizon, and Lakmé Salon.

Proficient in Microsoft Office , Canva, Figma, and Adobe Creative Suite.

Experience

FREELANCE CREATIVE – JAN 2021 - PRESENT

- Oversee all aspects of content creation for SaaS clients like Talent Litmus, and Zavvy (an employee onboarding platform based in Germany). This includes writing SEO driven copy for landing page, blog articles, and product descriptions, while ensuring it aligns to their brand tone of voice.
- Successfully created and implemented 20+ design and brand building projects for small businesses like Nuuma (plant-based milk brand based in Belgium & India). Involved in the entire process - from developing concepts to printing, and final launch.

CREATIVE INTERN COPY, HJALTELIN STAHL, COPENHAGEN – JULY 2020 - SEPTEMBER 2020

- Develop integrated campaign ideas for Sind Ungdom that normalises the conversation on mental health.
- Write and pitch TV commercial scripts for Telia Denmark to Creative Directors.

CREATIVE INTERN COPY, R/GA, NEW YORK - JANUARY 2020 - MARCH 2020

- Verbal designer for Verizon, U.S.A to develop a new chatbot for their website. Key responsibilities involved creating the chatbot's personality and writing its copy.
- Work closely with the chief marketing officer to strategise insights, carry out on-field research, and develop integrated ideas for the Sephora pitch, which we won.
- Write copy across multiple touch-points for Google Play's brand guidelines.

CREATIVE INTERN COPY, OGILVY BERLIN – OCTOBER 2020 - DECEMBER 2020

- Contribute in creating a campaign structure for Coca-Cola's Christmas campaign in partnership with Die Tafel.
- Create digital content for Coca-Cola and Fanta Germany through their OOH campaign in partnership with Ariana Grande's concert in Berlin.
- Write social media copy for Coca-Cola, keeping their global Christmas Campaign into consideration.

COPYWRITER, FAMOUS INNOVATIONS - NOVEMBER 2015 - JANUARY 2020

- Lead creative for Lakme's digital campaign - The Showstopping Bride. The campaign received 3.5M+ reach, 50K+ unique visitors on their microsite, 450K+ engagement on social media.
- Work independently to craft engaging copy across digital and print media for D'decor (lifestyle brand), and Myntra an online fashion store.
- Oversee the launch of a TV commercial for Raymond Fabrics. Involved in the entire process from ideation to coordinating with the production house, and the final release.

Education

MIAMI AD SCHOOL EUROPE, HAMBURG

Diploma in Copywriting, October 2018 - December 2020

K.C. COLLEGE, MUMBAI

Bachelor in Mass Media, Major in Advertising, June 2012 - March 2015

Skills

- English (native), German (conversational)
- Strong background in crafting copy (print, newsletters and PR articles, scriptwriting for TV and radio, digital content writing, and more).
- Excellent time management skills, with ability to multitask and focus in a busy work environment.
- Proficient knowledge in Microsoft Office, Adobe Creative Suite