

Riya Dosani, Creative Copywriter (Native English)

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Profile

I believe there's nothing more satisfying than seeing how your idea can inspire people, make them laugh, cry, and change their perception. And that's why for the last 4 years, I have dedicated myself to creating meaningful experiences through storytelling and copywriting.

Experience

COPYWRITER, ABOUT YOU (APRIL 2023 - PRESENT)

- Develop and implement ABOUT YOU's brand strategy using market research data across various communication touchpoints.
- Work closely with Art Directors and Brand Managers to devise social media campaign concepts for brands such as Nike, ensuring its implementation across all social channels and onsite.
- Devise campaign concepts, establish brand guidelines, and write engaging copy for ABOUT YOU co-creation brands with celebrities and influencers.

COPYWRITER, EMMA MATTRESS (JUNE 2022 - MARCH 2023)

- Write onsite product descriptions across key categories - mattresses, pillows, and mattress covers.
- Take creative responsibility of new product launches—from concepting digital campaigns to overseeing its implementation across 26 EU markets.

FREELANCE COPYWRITER (JAN 2021 - MARCH 2022)

- Work with Indeed US as a freelance SEO content writer to lead their expansion in the Indian market. Responsible for conducting keyword analysis, researching thought leadership and DE&I trends, mapping out the yearly content calendar, and writing blog articles.
- Oversee all aspects of content creation for clients like Talent Litmus, and Zavvy. This includes writing SEO driven copy for landing page, blog articles (increased organic traffic by 200% in 6 months).

COPYWRITER INTERNSHIPS:

HJALTELIN STAHL, COPENHAGEN (JULY 2020 - SEPTEMBER 2020), R/GA, NEW YORK (JANUARY 2020 - MARCH 2020), OGILVY BERLIN (OCTOBER 2020 - DECEMBER 2020)

- Verbal designer for Verizon's new chatbot, focusing on crafting its personality and writing engaging 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.

COPYWRITER, FAMOUS INNOVATIONS (NOVEMBER 2015 - JANUARY 2020)

- Lead creative for Lakme Salon'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.

Education

K.C. COLLEGE MUMBAI (JUNE 2012 - MARCH 2015)

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

MIAMI AD SCHOOL EUROPE, HAMBURG (OCTOBER 2018 - DECEMBER 2020)

Diploma in Copywriting, October 2018 - December 2020

Skills

- English (native), German (A2)
- Strong background in crafting copy and developing campaign concepts for fashion brands.
- Excellent time management skills, with ability to multitask and focus in a busy work environment.