

Dawn Chew

COPYWRITER | FREELANCE WRITER

Profile

Writing detailed stories or creating captivating worlds for your brands to live within; I'm a wordsmith who lives to breathe life into your creative needs.

Always keen to learn and improve, I aim to expand knowledge in the workforce and obtain additional skill sets for future work. Currently maintaining a stable long-term career but freelancing on the side as an opportunity for growth.

Employment History

Copywriter, Gard Inc. Sdn. Bhd.

APRIL 2021 – APRIL 2023

- Wrote and proofread copy for all manner of tasks including but not limited to SEO for blog posts, product packaging, user manuals, warranty cards, digital and traditional ads, scripts, social media content, roadshow event media, and website content.
- Ensured all forms of brand communication were standardised according to the brand's corporate identity.
- Created copywriting standards for the different brands under the company.
- Researched various trends in order to relate to target audience.

Freelance Writer, Upwork

MARCH 2019 – PRESENT

- Wrote and proofread a variety of fiction or content for clients based on their requirements.

Creative Writer, Misteeq Media

NOVEMBER 2019 – DECEMBER 2020

- Wrote ad copies for various brands according to brand identity.
- Wrote for social media content, blogs posts, articles, print ads, and so on.
- Researched various trends in order to relate to target audience.

Copywriting Intern, Funnel Duo Media

JULY 2019 – OCTOBER 2019

- Exposure to internet marketing insights and website funnels.
- Crafted content for social media platforms.
- Created conversion aimed emails (EDMs).

Account Management Intern, Ogilvy & Mather Malaysia, Kuala Lumpur

JULY 2017 – SEPTEMBER 2017

- Exposure to the intricacies of the creative world of brand management.

Education

Diploma in English, Kirkby International College, Cyberjaya

2014 – 2017

CGPA: 3.82 / 4.00

Details

Casa Green
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NATIONALITY

Malaysian

Skills

Copywriting

Content Writing

Editing & Proofreading

Scriptwriting [Radio Ads]

Transcribing & Translating

Landing Page Copy

Email Marketing Copy [EDM]

Google & Facebook Ads

Social Media Management

Fictional Lore Crafting & Worldbuilding

Languages

English

Mandarin

Malay

Japanese

Spanish

Links

[Copywriting Portfolio](#)

[Upwork Profile](#)