



DEVIKA DILEEP

CREATIVE COPYWRITER

PROFILE SUMMARY

Seasoned copywriter with robust marketing agency experience. Specialised in both shorthand and longhand writing. Played a key role in successful ad campaigns for leading UAE brands, meticulously tailoring content for diverse markets — the UAE, the KSA and India. Expert in crafting communications for various marketing channels such as SMS, email, and push notifications. Core competencies include effective client management, SEO, creative writing, and a keen eye for detail.

CONTACT

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Dubai, UAE (On Spouse Visa) - Available to join immediately

SKILLS

Proofreading

Content Writing

Copywriting

Wordpress

GPT AI

SEO

Blog writing

Social media content development

Creating media deliverables

EDUCATION

MA International Studies
2017-2019

Christ University, Bengaluru

CGPA: 8.02

BA History, Economics Politics
2014-2017

Christ University, Bengaluru

CGPA: 8.77

- Completed Certificate Course in Creative Advertising
- Completed Certificate Course in Introduction to Journalism.

WORK EXPERIENCE

Copywriter (Full-time) [10/2023 - Present]

PRECISE COMMUNICATIONS, DUBAI, UAE

- Worked on 2 prominent brands concurrently, ensuring efficiency and achieving exceptional outcomes in a dynamic professional role.

Emirates Draw

- Took end-to-end responsibility for creating social media content, involving briefs, copy creation, and collaboration with the design team.
- Participated in full-fledged ad campaigns, from ideation to the creation of final deliverables.
- Crafted media content for various platforms such as Youtube, META, Google, and more.
- Penned scripts for live shows to be telecasted.
- Analysed databases to understand target audience groups, tailoring copies for weekly communications (SMS, emails, push notifications).
- Created ad hoc deliverables for international markets, including the KSA, India, and the UAE.
- Successfully translated website information pages from English to Malayalam and created visual copies and captions for online ads in the same language.

Crate&Barrel

- Took complete accountability for the brand's social media content, ensuring alignment with the brand tone and client requirements.
- Represented the agency in weekly client meetings, actively participating in feedback sessions, ideation, and calendar strategising.

SEO Writer (Full-time) [02/2023 -08/2023]

HIGHMOON OFFICE FURNITURE, DUBAI, UAE

- Played a key part in maintaining the brand consistently within the top five Google rankings.
- Showcased rapid learning abilities, gaining WordPress access within 3 weeks of joining, entrusted to upload daily blogs and manage web content effectively.

INTERNSHIP

THE HINDU, KERALA, INDIA (05/2018)

- Demonstrated fervent creative writing with **5 completed features** in 30 days for MetroPlus.
- Recognised for dedicated **press club event reporting**.
- Published **2 impactful human interest stories**, and earned trust for delegated crucial assignments.

PUBLICATIONS

- **'The mango of home'** in MetroPlus, The Hindu, Kochi (May 4, 2018)
- **'Being Human'** in MetroPlus, The Hindu, Kochi (May 5, 2018)
- **'A museum and its Mona Lisa'** in MetroPlus, The Hindu, Kochi (May 18, 2018)
- **'The people's Lens Man'** in MetroPlus, The Hindu, Kochi (May 24, 2018)
- **'Of Popeye, Scooby Doo and more'** in MetroPlus, The Hindu, Kochi (June 22, 2018)
- Journal: **'Iran Nuclear Deal: Historical Assessment and Future Implications'** in Journal of Emerging Technologies and Innovative Research (January 2019)

CERTIFICATIONS

Fundamentals of Digital Marketing (Google Digital Garage)

LANGUAGES

Malayalam, English, Hindi, Tamil

PERSONAL DETAILS

- Nationality: Indian
- Date of birth: 10-05-1996
- Martial Status: Married

- Optimised outdated blogs (400+) into engaging articles through expert proofreading and editing, earning commendation for excellence.
- Diligently managed customer reviews related to e-commerce and consistently contributed articles and images to the page.
- Attained notable Google rankings for blogs by leveraging exceptional writing skills, incorporating SEO practices, and infusing creative writing passion.

Content Writer (Freelance) [01/2022 - 01/2023]

NEVERSTOP MEDIA, DUBAI, UAE

- Entrusted with crafting impactful guest posts, specialising in ghostwriting assignments for the company.
- Rapidly acquired in-depth knowledge of company products and services, translating into successful blog content with a distinct writing style.
- Effectively coordinated with the Dubai team from India, demonstrating adaptability and contributing to the company's web content writing strategies.

Copywriter (Freelance) [05/2020-08/2022]

MULTIPLE COMPANIES, INDIA (05/2020-08/2022)

- Mastered the art of crafting engaging and impactful copy, ensuring consistency, for the fields of consumer goods, fashion, lingerie, and animal care.
- Successfully composed captivating social media post captions for eCommerce businesses, taking into account client feedback, for 91 distinct posts spanning unrelated products, all within a tight 20-day window of time.