

# Rhema Rosy Anil

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## SUMMARY

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A creative and results-driven content marketer/copywriter with 5+ years of experience converting complex information into engaging and user-friendly stories. Adept at defining brand voice, strategizing content plans, and thinking outside the box for the next big idea.

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## EXPERIENCE

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### Copywriter - Creative Marketing

American National

June 2024 – Present

- Developed strategy-driven content across multiple channels (blogs, emails, social media, websites, videos, press releases, and print media) to enhance audience engagement and align with brand tone and voice, leading to a 20% improvement in campaign success.
- Conceptualized and executed creative marketing campaigns, ensuring alignment with business goals and objectives.
- Spearheaded a full rebranding initiative, crafting user-focused messaging and reinforcing brand identity across traditional and digital platforms.
- Led the production and creative direction of the company's quarterly magazine, managing everything from content ideation to executive interviews and final publication.
- Designed and implemented comprehensive monthly marketing plans, ensuring cohesive brand messaging and strategic execution across all touchpoints.
- Collaborated with cross-functional teams—including Product, SEO, and Analytics—to create impactful content for blogs, guides, ads, brochures, web pages, and videos.
- Provided creative direction and hands-on guidance throughout project lifecycles, ensuring alignment with strategic goals and audience needs.
- Supported department-wide proofreading, copy editing, and quality control efforts, upholding brand consistency and messaging clarity.
- Trained and managed junior writers, fostering a culture of continuous improvement and innovation in content development.
- Presented creative campaigns and concepts to clients and senior leadership, effectively conveying strategic insights and creative rationale.
- Developed audience journeys based on strategic insights, ensuring content resonated with target demographics and drove engagement.

### Copywriter

Kissflow

March 2023 – June 2024

- Crafted high-converting and engaging copy for web pages, social media campaigns, emails, ads, blogs, newsletters, video scripts, UX copy, and sales enablement materials.
- Revamped content for 20+ web pages, leading to a 25% increase in website traffic through improved messaging and SEO optimization.
- Partnered with the SEO team to optimize keywords, boosting organic search rankings for 20 blogs.
- Led social media strategy and content calendar management, increasing LinkedIn followers by 20% and driving consistent audience engagement.
- Managed and guided multiple freelancers, overseeing proofreading, editing, and content quality control.
- Conducted market research and customer persona analysis, tailoring content to resonate with target audiences and enhance engagement.
- Ideated and researched trending topics, collaborating with internal stakeholders to ensure content and design aligned with the company's brand voice.
- Developed presentation decks and sales enablement materials for events and promotions, effectively supporting sales and marketing initiatives.
- Scripted product marketing videos to enhance messaging for sales and marketing teams.

- Conducted content audits to ensure all materials reflected the most current product information and brand messaging.
- Monitored and analyzed key performance metrics (KPIs) for web pages, blogs, and social media using Google Analytics and HubSpot, optimizing content strategy based on data insights.

**Content Marketer**  
**Zeda.io**

**April 2022 – March 2023**

- Owned and managed newsletters, blogs, UX copy, content reviews, website copy, email marketing, and social media content, ensuring brand consistency and audience engagement.
- Led content and promotional strategy for Zeda's launch on Product Hunt, contributing to its recognition as the #2 product of the week.
- Managed a team of freelance writers, providing research-driven copy direction and briefs.
- Increased newsletter subscribers by 22% and boosted open rates by 12% through compelling content and targeted email marketing strategies.
- Partnered with the SEO team to elevate three blogs to the #1 position on Google search, driving significant organic traffic.
- Executed on-page and off-page SEO strategies, enhancing organic search rankings and visibility on SERPs.

**Product Marketing Associate**  
**Zoho Corporation**

**December 2018 – December 2021**

- Led content and promotional efforts for the product's 5th-generation launch, driving 10,000 new sign-ups in the first month through strategic messaging and marketing initiatives.
- Developed and executed the "Tip of the Week" campaign, educating users on the product's features and driving deeper engagement.
- Created and spearheaded the "Peter-Writer" series, a creative and engaging approach to promoting feature releases across social media.
- Managed the product's Twitter account, increasing followers by 30% through strategic content planning and community engagement.
- Crafted compelling, feature-focused blogs, taglines for new features, and engaging UX content to enhance user experience.
- Produced content for product brochures and flyers, ensuring clear, persuasive, and on-brand messaging.
- Wrote and published community posts, spotlighting lesser-known product features to improve user adoption and retention.
- Conceptualized, wrote, and designed web pages, ensuring alignment with product positioning and brand voice.
- Scripted video content for product launches and events, delivering engaging narratives for key announcements.
- Provided voice-overs for feature and help videos, adding a human touch to product tutorials and marketing materials.

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**EDUCATION**

**Master's in Journalism and Communication**

IGNOU – New Delhi

**2022-2025**

**Bachelor's in Economics**

Stella Maris College – Chennai

**2014-2017**

**SKILLS**

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Creative writing, Copywriting, AP style writing, Content editing, SEO, Collaboration, Time management, Proofreading, Social media marketing, Campaign tracking, Strategic planning, Research and communication, Email marketing, Press Releases, Video scripts, Radio scripts, Brochures, Postcards, Newsletters, Landing pages, Blogs.

Google Analytics, Hubspot, Canva, Figma, Adobe Photoshop, InDesign, Adobe Illustrator, Adobe XD, Adobe Premier Pro, DaVinci Resolve, CapCut, MS Office Suite, WordPress, Webflow, Workfront.