

VIJAY VISHVESHWAR RAO

Content Manager - Copywriter - Digital Marketer

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Portfolio: www.vijaygotcreative.com

ABOUT ME

Experienced Content Manager, Senior Copywriter, and Digital Marketer with 8+ years of experience creating high-impact campaigns, brand stories, and performance-driven content across digital, social, and offline channels. Skilled in blending creativity with strategy to drive traffic, engagement, and conversions for B2C and B2B brands.

EDUCATION

Madras Christian College | 2012 - 2015

Bachelor's in Journalism

St. Joseph's College | 2015 - 2017

Master's in Communication and Advertising

AWARDS/ ACCOLADES

- Master of Ceremonies of Madras Christian College (2012 - 2015)
- Rapido Right Brain Thinker Award 2024
- Rapido Cloud 9 Collaborator Award 2025

SKILLS

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|---|---|--|
| • Content Strategy and Planning | • Brand Messaging and Positioning | • SEO Content and On-page Optimization |
| • Copywriting (Web, Social, Email, Ads) | • Digital Marketing and Growth Campaigns | • Performance Marketing Collaboration |
| • Social Media Strategy and Content Calendars | • Email Marketing and Automation (flows, campaigns) | • Creative Direction and Concepting |

WORK EXPERIENCE

Rapido / Licious | Feb 2023 - November 2025

Content Manager

- Led content and copy for campaigns across performance, CRM, and branding teams, ensuring consistent messaging and measurable business outcomes.
- Planned and executed content strategies for new launches, seasonal campaigns, and retention initiatives across performance ads, email, app, and social media.
- Collaborated with performance marketing to conceptualise high-converting ad copy, creative hooks, and landing page messaging aligned to audience segments.
- Wrote and edited copy for digital ads, push notifications, in-app banners, campaign landing pages, and lifecycle journeys.
- Partnered with designers, product, and marketing stakeholders to maintain brand voice and deliver campaigns on tight timelines.

WORK EXPERIENCE

Leap Scholar | July 2021 - Feb 2023

Copywriter - Content Writer

- Developed brand concepts, campaign ideas, and copy for integrated campaigns, including social, digital, print, and video scripts.
- Wrote persuasive copy for websites, landing pages, email sequences, social posts, and ad creatives for stakeholders for IELTS education campaigns and foreign education
- Collaborated with art directors and designers to deliver cohesive creative outputs that met client objectives and timelines.

Pentagon Communications | 09/2020 - 06/2021

Advertising Copywriter

- Ideated, wrote and edited Press advertisement campaigns for bigbasket.com, Wipro, Lulu Mall.
- Crafted various radio scripts for the fresho! sub-brand of bigbasket.com

Canvilicious Creative Tech Agency | 07/2019 - 05/2020

Account Lead/ Senior Copywriter

- Built social media campaigns and brand copy for Milind Soman's Pinkathon.
- Created Ad and employer branding campaigns for PhonePe and ShopX.
- Managed the ShopX brand and managed Push notifications, email marketing, LinkedIn marketing for the same

Legaldesk.com | 11/2017 - 11/2018

Content Professional

- Created blogs and SEO friendly content for 5 US-based B2B websites.
- Produced SEO-optimised blogs, articles, and long-form content aligned with keyword strategies and topical clusters.
- Managed content calendars, briefed designers, and coordinated with marketing teams to publish content across web and social channels.
- Updated and optimised existing content to improve search rankings, click-through rates, and on-page engagement metrics.