

Vijay Rao

Creative + Copy + Content Writer/Manager

Experienced writer who works on multiple styles and formats of writing, copywriting and advertising.

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📅 22 May, 1993

🌐 [linkedin.com/in/vijay-rao-erg](https://www.linkedin.com/in/vijay-rao-erg)

WORK EXPERIENCE

Content Manager

Rapido/ Roppen Transport

02/2023 - Present

Achievements/Tasks

- Worked/Created content for multiple platforms and cities. Worked on branding projects, performance content, Push notifications/In-App content.
- Worked on the launch of Rapido Cabs in multiple cities and prepared content related to large ATL campaigns

Copywriter/ Content Writer

LeapScholar

07/2021 - 02/2023

Bangalore, India

Achievements/Tasks

- Created Successful Performance Marketing Ads, Video Scripts, Website Landing pages, Emailers, Social Media Content

Advertising Copywriter

Pentagon Communications

09/2020 - 06/2021

Achievements/Tasks

- Copywriter - Press ads for bigbasket, Wipro, lulu Mall

Account Lead/ Senior Copywriter

Canvilicious Creative Tech Agency

07/2019 - 05/2020

Achievements/Tasks

- Worked on Milind Soman's Pinkathon 2020/ Employee Branding for PhonePe.

Campaign Manager

Cryptic Intel

03/2019 - 07/2019

Achievements/Tasks

- Managed branding and social media for restaurants and bars across Bengaluru.

Legaldesk.com

Content Professional

11/2017 - 11/2018

Achievements/Tasks

- Created blog and SEO friendly content for 5 U.S Based B2B websites

SKILLS

Creative Copywriting

Reporting

Blog Writing

Basic Video Editing

Basic SEO

Performance Marketing

Social Media Marketing

Digital Marketing

Storytelling

Scriptwriting

Email Content

Long Form Content

Copywriting

Content Marketing

ACHIEVEMENTS/ EDUCATION

Masters in Mass Communication - St. Joseph's College (2015 - 2017)

Attained a Master's degree from St. Joseph's College, Bengaluru. Trained in advertising, journalism, social media and digital marketing.

Master of Ceremonies of Madras Christian College (05/2012 - 05/2014)

Represented Madras Christian College in inter-collegiate events for the years 2012 - 2014

Master of Ceremonies for Deepwoods 2014 (02/2014)

Represented Madras Christian College as the Master of Ceremonies for Deepwoods, a college cultural event attended by 5000+ students

Rapido Right Brain Thinker Award (02/2024)

Won the accolade of Right Brain Thinker. Awarded for finding creative and out of the box solutions for modern marketing scenarios.

LANGUAGES

English

Native or Bilingual Proficiency

Kannada

Limited Working Proficiency

Hindi

Limited Working Proficiency