

# Revathy Rajan

Creative Writer

revathy.rajan@hotmail.com | 416.402.1224  
Instagram: @CuisineSeekers  
TikTok: @revrajan\_

## About

Creative thinker with a passion for writing on multiple platforms. Proven experience in copywriting, content writing, and research. Always on the lookout for inspiration for ideas within everyday life.

## Work History

### English Copywriter

Sep 2020 - Present

Create Media Services DMCC, Dubai, UAE

- Leading on copy direction for multiple accounts (Dubai's Department of Economy & Tourism, UAE Year Of, Volkswagen Middle East, Ma'aden, Zayed Sustainability Prize)
- Collaboration with an Art Director for creative direction and execution
- Developed style guides for different clients to establish tone of voice
- Worked on multiple Request for Proposals (RFPs) as the assigned Lead Copywriter
- Reviewed and worked on community management copy for different accounts

### Freelance Editorial Writer

Aug 2019 - Present

View the VIBE, Toronto, Canada

- Writing articles about F&B, entertainment, and events in Toronto
- Strengthened relations with clients and influencers through project management skills

### Communications Coordinator

Oct 2017 – Jul 2018

KR Shipping, Dubai, UAE

- Handled communications and wrote content for the company website
- Content management for the company profile

### Junior Content Writer and Researcher

Nov 2016 – Sep 2017

The Indian High School, Dubai, UAE

- Key researcher for videos, reports, and infographics
- Created articles for different school-related topics
- Wrote content for infographics and videos

### Research and Content Writer Intern

Jun – Sep 2016

The Indian High School, Dubai, UAE

- Conducted research for video content and articles on different subjects
- Writer for best SEO practiced articles

### Copywriter Intern

Aug – Sep 2015

Leo Burnett, Dubai, UAE

- Active role as a creative writer for captions and taglines for different brands
- Ideas for activations and radio spots

## Skills

Copywriting  
Creative Writing and Blogging  
Social Media  
MS Office  
WordPress

Qualitative and Quantitative Research  
News-style writing  
SEO  
G-Suite (Google Office Apps)

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## Education

### **Journalism: New Media, Ontario College Graduate Certificate**

Sheridan College, Oakville, Ontario, Canada

### **Media and Communication, Bachelor of Arts**

Manipal Academy of Higher Education, Dubai, UAE

## Accolades

### **Campaign Middle East's Agency Faces to Watch 2023**

Nominated and selected for the Campaign Middle East magazine's list of Agency Faces to Watch under the 'Creative' category

### **Shortlisted research paper on the topic, "Binge-watching Netflix: Influence and Appeal".**

Fourth Undergraduate Student Research Competition, Abu Dhabi University

### **Published research paper on the topic, "Comparison of Crime Solving Procedures Between Indian and Western Television Shows."**

NOVA Science Publishers

### **Second place for "Best Research Paper Presentation."**

MCRAW International Conference 2015, Manipal University Dubai