

Revathy Rajan

Creative Writer | Canadian Permanent Resident

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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 (Remote)

Sep 2020 - Present

Create Media Services DMCC, Dubai, UAE

- Lead on copy direction for multiple accounts (Dubai's Department of Economy & Tourism, UAE Year Of, Volkswagen Middle East, Ma'aden, Zayed Sustainability Prize)
- Collaborate with an Art Director for creative direction and execution
- Developed style guides for different clients to establish tone of voice
- Contributed to 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