



Personal Profile

A veteran B2B and SaaS copywriter with a decade-long tech sector experience. Crafts clear, credible and persuasive copy that's proven to spark urgency and action and drive measurable business impact. Versatile across channels and formats. Rapidly digests complex information, interprets briefs creatively while faithfully capturing brand voice. Combines deep audience research, storytelling and SEO to create impactful messages. Balances elegant style and precise grammar. Meets deadlines consistently. Cultivates client trust and wins repeat business through lasting relationships. Available to start within a month.

Core skills

- ✓ B2B copywriting
 - ✓ Market research
 - ✓ Short & long form content
 - ✓ Video & podcast scripts
 - ✓ Search engine optimisation
 - ✓ Branding & tone of voice
 - ✓ Storytelling & presentation
 - ✓ Proofreading & editing
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Chief Nation | B2B marketing | Senior Copywriter

Dec 2021 – Present

Responsibilities: Direct-response copywriting for the company's worldwide C-suite networking events; conceptualising, building and writing for clients' 6-month long digital marketing campaigns; producing blog articles, social posts, e-books, reports and podcast series on industry topics.

Big wins:

- Through on-site invitations, social posts, and email copy, consistently overfilled the company's 'Chief Wine Officer' networking events. These events run for clients like Google Cloud Platform, AWS, Slack and Salesforce.
 - Delivered 200 high-quality leads, 50 more than promised, for Dataminr, an AI threat intelligence company, through a 6-month long digital marketing campaign. It included LinkedIn, podcasts, and in-depth reports.
 - Interviewed global C-suite executives and thought-leaders to write detailed industry reports and blog articles.
 - Redesigned the client briefing document that decreased the turn around time by about 2 hours on each event invitation that the content team wrote. A 50% reduction, which increased our campaign effectiveness and revenue.
 - Created a new corporate identity for the company's sister brand, CEO.digital: yet to be implemented.
 - Introduced AI-based research to the content team and doubled the productivity.
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Eleanor Nursing and Social Care | Healthcare | Communications & bids officer

Dec 2020 – Sep 2021

Responsibilities: Streamlining the internal and external communications; bringing the messaging on brand through a consistent, clear and credible tone-of-voice; and cultivating a relationship between the C-suite and frontline carers through a monthly newsletter. Most importantly win new contracts.

Big wins:

- Won a multi-million pound contract in Bromley by writing a successful bid.
 - Reached 1300 frontline carers with COVID 19-related information with a monthly newsletter.
 - Helped recruit 27 new candidates by creating a successful employee referral programme.
 - Wrote the script for videos used to recruit and induct new staff.
 - Wrote the copy, commissioned photography and created design brief for the company's marketing material.
 - Helped the company feature on the first page Google results in Lewisham with targeted SEO copy.
 - Created, maintained and updated the content on the company's CMS.
 - Wrote a coffee table book documenting the work and sacrifices of the company's carers during the COVID-19
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AINN Limited | Small Finance | Content Strategist

Sep 2019 – Mar 2020

Responsibilities: A fixed-term contract for improving the user experience of the company's loan applications, and creating more leads through outreach in the local community.

Big wins:

- Restructured the loan application form and made it more user-friendly: total pages halved from 10 to 5, and the filling time from 1 hour to 30 minutes.
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- Increased overall revenue by £150k from 3 high value loans brought in through a direct response email campaign.
- Generated 200 leads, of which 4 were converted, by implementing a QR-code campaign in local off license shops.
- Interviewed and wrote the success stories of the company's top 10 clients from across 6 years.

Wipro Limited | *Tech* | Senior Content Editor

Jun 2018 – Aug 2019

Responsibilities: Conceptualising and writing all the material that the SaaS team needed. This included technical manuals, blog articles, step-by-step explainers, in-depth reports, UX copy and even naming the software the team developed.

Big wins:

- Increased the team's revenue by 20% in the first quarter by helping sell a digital solution to Grand Toronto Airports and Mitie UK with a presentation and script.
- Managed the entire content lifecycle from conceptualisation to commercialisation.
- Wrote UX copy for the team's highly successful NFC-based digital solution for airports.
- Helped win ₹30 million in investment for one of the team's projects with a pitch deck and script.
- Coached the designers and developers in content writing best practices, and introduced a methodology that accounted for copy at the earliest stages of development.
- Acquired new clients for the team by single-handedly redesigned the information architecture of Mumbai airport's passenger kiosk.
- Cut down writing time by half by templating blog articles, case studies, brochures and flyers.

Storytrails | *Tourism* | Creative Lead & Operations Manager

Sep 2016 – Jun 2018

Responsibilities: Building strategic relationship with hoteliers in the town to create a successful franchise; discovering local folklore and history to create a cohesive, entertaining and informative script that lasts 2.5 hours.

Big wins:

- Designed and hosted highly acclaimed, award-winning walking tours themed on colonial history and local cuisine.
- Tripled the month-over-month revenue in the first 3 months of its operations; doubled the profit in the first year.
- Made the tours the most popular and sought-after activity on [TripAdvisor](#) in the opening year.
- Partnered and collaborated with Indian National Trust for Art and Cultural Heritage; co-hosted the heritage month festival. Read about it [here](#).

Amplexor (now Acolad) | *Digital Marketing* | SEO Content Editor

Dec 2015 – Aug 2016

Responsibilities: Ensuring that agency is able to consistently deliver high-quality concepts and copy on the client briefs; optimising clients' websites for better search-engine ranking; creating content calendars to deliver a steady stream of leads.

Big wins:

- Helped German thermodynamics giant, Viessmann, to feature first in the organic Google search results in several key business regions within Turkey.
- Proofread and edited the EU documents translated to English from French and German.
- Created ever-green lead magnets on content localisation and translation that are used to this day.

SVR Community College | *Charity* | Volunteer PR officer & English trainer

Jan 2015 – Jun 2015

Big wins:

- Trained over 250 underprivileged students in functional English, basic computer skills, and life-coping skills.
- Raised awareness in the local community about alcoholism and domestic abuse through pamphleteering.
- Attracted donors who made substantial contributions to the college budget, through an direct-response campaign.
- Hosted events for investors, community leaders, local politicians and police force.

TES AMM | *E-Waste Recycling* | Marketing Intern

May 2014 – Nov 2014

- A 6-month long internship which taught the nuts and bolts of marketing and e-waste management.
- Acquired two high-value clients for the company during the course of the internship.

Education

- **Content Strategy for professionals**
Northwestern University
- **Bachelor of technology, Computer science engineering**
Pondicherry University

References

- **Available on request**

Notice period

- **1 month**

