Meera Nair

Copywriter

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Personal statement

Copywriter with 4 years of agency experience writing campaign concepts, brand film scripts, taglines, social and landing page copy in English and Malayalam. Has worked on tourism, jewellery, banking and FMCG brands, including an Onam film with 18 lakh organic views and a landing page rewrite that lifted conversions by 48%.

Work experience

Senior Copywriter · Anantha Brandworks, Thiruvananthapuram — Apr 2024 – Present

- Write concepts, scripts and campaign copy for 12 brands in tourism, jewellery, banking and FMCG, working with an art director in a two-person creative team.
- Wrote the Onam brand film for a jewellery client that reached 18 lakh organic views on YouTube and Instagram in 3 weeks.
- Rewrote landing page copy for a home loan campaign, lifting form conversion from 3.1% to 4.6% in an A/B test.
- Pitched 6 new-business campaigns with the creative director, 3 of which the agency won.

Copywriter · Backwater Digital Agency, Kochi — Jun 2022 – Mar 2024

- Wrote social posts, Reels scripts and ad copy for 8 brands, delivering about 150 pieces of copy a month.
- Scripted 30 radio spots in Malayalam for a regional supermarket chain's festive sales.
- Wrote email subject lines that raised average open rate from 17% to 24% for a travel client's newsletter.

Education

PG Diploma in Advertising and Public Relations · Kerala Institute of Communication and Design, Kochi — 2021 – 2022
Grade: First Class

BA in English Language and Literature · Ananthapuri Women's College, Thiruvananthapuram — 2018 – 2021
Grade: 81%

SKILLS

- Concept development
- Brand film scripts
- Taglines and headlines
- Social media copy
- Landing page and UX copy
- Radio scripts
- Malayalam copywriting
- Email copy

CORE SKILLS

- Creative thinking
- Brand voice
- Working with art directors
- Client presentations
- Editing

LANGUAGES

- English · Fluent
- Malayalam · Native
- Hindi · Professional

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