

Malavika Ravi

I am an ACD/copywriter with over 12 years of experience in advertising, communications, digital & social media. I also make incredible puns.

Personal Statement

I am not just a writer, I am a storyteller who uses data, insights, imagination and creativity to deliver effective strategies and campaigns for brands.

Work Experience

Sr. Copywriter Hogarth Worldwide| Toronto April 2023– Present

- Creative lead on major global and local brands like Abbott, 7-Eleven, Jameson, TELUS and more.

Associate Creative Director Behaviour Inc.| Toronto May 2021 – April 2023

- Led and managed creative campaigns and social content for brands like TELUS Business, VISA, OLG, Pepsi and more.

Sr. Copywriter Momentum MENA | Dubai Oct 2019 – Feb 2021

- I was responsible for the copy creation and content direction for digital, on-ground and advertising campaigns.
- I worked on brands like Ferrari, Warner Bros. World, Subway and more.

Editorial Features Lead Zomato | Dubai Jan 2018 – Jan 2019

- I was in charge of Executing editorials for Zomato's newest product 'Sneak Peek' which involved numerous food reviews, video production and monetizing the new app feature.

Content Strategist Freelance | Dubai Mar 2016 – Jan 2018

- I freelanced with brands ranging from the Federal Authority of Nuclear Regulation UAE to several restaurants, developers & healthcare clients.

Sr. Copywriter Skarma | Mumbai Feb 2015 – Mar 2016

- I was in charge of the creation and execution of all agency campaigns, be it branding or advertising.
- My clients included Estée Lauder, Clinique, Seychelles Tourism & more.

Educational History

Middlesex University
Masters of Marketing
Communications
Jan 2013 – July 2014

University of Mumbai
Bachelor of Mass Media
Advertising Major
July 2009 – Oct 2012

Achievements

- American Sign Language Certification – 2020
- Digital Marketing Diploma – 2019
- Google Analytics Certification – 2019
- Google AdWords Certification – 2019

Languages

- American Sign Language
- English
- Hindi
- Arabic

Skills

- Affiliate Marketing
- Campaign Generation
- Content Creation
- Copywriting
- Drip Campaigns
- Copy Editing
- SEO & SEM Writing
- Social Media Strategy

Contact

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Behance: www.behance.net/MalavikaR

*I hold a Canadian PR and currently work in Canada.

**The more I write,
the less i'm wrong.**