

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

Associate Creative Director
Media Monks
Detroit / Toronto
March 2025 - Present

- Creative team lead for all things General Motors, namely Chevrolet & Cadillac

Sr. Copywriter
WPP
New York / Toronto
April 2023 - March 2025

- 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 McCann 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.

Creative 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.

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