



PROFILE

RAJEE H. SINGHANIA

COPYWRITER & AUTHORESS

Conceptualizing 360 degree ad campaigns, penning industry articles and fiction stories for the last 12 years.

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WORK

2020- House of Ankit • Freelance writer

SEO optimised copy for product descriptions and blogs. News articles for COVID-19 situation in the US for an ecommerce site.

2018- 2020 Upwork • Freelance writer

100% job success record, awarded 'Rising Star' and 5 star rating for almost every job undertaken. Written articles, blogs and short stories

2015- 2016 Classic Floorings & Interiors Pvt. Ltd. • Marketing Manager

Annual media budgeting, showroom designing, content for website, direct mailers, postcards, advertorials, internal promotional mails and planning for digital campaigns

2008- 2011 Delex Cargo India Pvt. Ltd. • Marketing Manager (direct reporting to CEO)

Content for in-house monthly magazine, press ads, press releases, brochure, website, FaceBook posts, revamp of logo, tagline & published book for company with stories from employees

2012 - 2014 Ideas@work • Creative cum Planner

Released print ads for Red Bull, Edelweiss, Vividha, Timond, Rustomjee, GoAir, TMC and worked on TVC for Edelweiss



SKILLS & CERTIFICATIONS

Copywriting



Content Development



SEO Writing



B2B Communication



Creative Writing



2020 Content Marketing

HubSpot Academy

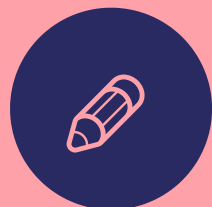
2019

The Complete Digital Marketing Guide
Udemy



CORE COMPETENCY

GENERATING IDEAS



PUBLISHED BOOKS

Love in a Time Machine- Minoo Diamond Pocket Books. Still selling after 10 years on Amazon and translated into Hindi as well.

Just Plain Bad Luck Prakash Publication with 4 other co-authors

Bhopla Nai folk story Tulika books publication

Butterfly Makes the Sun See Day Oxford University Press for level 4

Headgears of India Green Channel publication for level 5

The Two Sculptors Pearson Education publication for level 2



EDUCATION

2006 - 2008 N.L.Dalmia Institute of Management Studies & Research • First Division

Master of Management Studies - Marketing • Creative Head for annual festival

2013 - 2016 Sydenham College of Commerce & Economics • Distinction

Bachelor of Management Studies - Marketing