



## NAVYA RAJEEV

Creative Copy and Content Writer

### My Contact

---

✉ navyarajeev10@gmail.com

☎ 8301842427

📍 Kottayam, Kerala

### Soft Skills

- Communication skills
- Teamwork and collaboration
- Time management
- Problem-solving
- Adaptability

### Professional Skills

- Copywriting
- Content creation
- Editing and proofreading
- Writing scripts for videos, podcasts, or presentations
- Creating engaging and informative blog posts
- Storytelling and narrative development
- Fiction or creative non-fiction writing

### Education Background

- **P G Diploma in Print Journalism :Manorama School of Communication**  
Print Journalism (English)  
Completed in 2019
- **Degree: Girideepam College of Advanced Learning**  
B A Careers and Communication  
Completed in 2018
- **Secondary and Higher Secondary**  
kendriya Vidyalaya

### About Me

---

I seek a role as a writer in an organization to advance my career, refining both writing and presentation skills. Eager to contribute to a talented team, I aim to utilize my proficiency in a dynamic environment where collective expertise fosters growth and creativity.

### Professional Experience

#### Radio Mirchi | Copy Writer

2021 – Present

Key responsibilities:

- Writing commercial radio ads for local, regional, and international brands.
- Pitching and executing creative programming ideas for on-air content beyond the RJ show and ad time.
- Providing creative support for digital platform content.
- Writing show promos, bumpers, hotkeys, etc.
- Suggesting and pitching ideas for clients' on-air, digital, and on-ground activities that generate revenue.

#### Potters Wheel Media | Creative Copy and Content writer

2019 – 2021

Key responsibilities:

- Writing digital ads for clients
- Proof reading and editing contents and copies
- Writing blogs, meta content, SEO content, Website content

#### Circle Application | Content Verifier

2019

Key responsibilities:

- Proof reading content before it goes to application
- Editing news content submitted by reporters
- Calling, managing and rating the reporters based on work they have given

## Internship Experience

- Former Intern at The New Indian Express, Thiruvananthapuram
- Former Intern at Deepika Newspaper, Kottayam
- Former Intern at Jeevan News, Ernakulam

## Language and Proficiency

- English: Read-Write-Speak
- Hindi: Read - Write-Speak
- Malayalam: Read-Write-Speak

## Technical Knowledge

- Familiar with software like Microsoft Office, Excel, Outlook, PowerPoint and Word.
- Basic understanding of Adobe Photoshop, InDesign.

## Awards and Recognition

- Won the internal award "Flamethrower of Mirchi" for pitching and executing a campaign worth 9 lakhs for Malabar Gold and Diamonds, which was adapted into 7 other languages.
- Won a silver medal in Mirchi's biggest programming award, "Rammies," in August 2023 for composing lyrics for an Onam song.
- Received a regional award for digital idea and contributions to a song spoof property that has garnered over 1 crore views.

## Projects

- Dissertation on product placement in Indian Web Series.
- Investigation on Illegal sale of medicine in Kerala

## Achievements

- Worked with major clients such as Lulu, Jazeera Airways, and Malaysian Airlines.
- Contributed ideas for clients, resulting in increased revenue.
- Authored articles in newspapers.
- Served as the editor for the eighth and twelfth editions of the lab paper.
- Anchored various on-stage events.
- Attended a one-week content writing workshop at Malayala Manorama online.
- Led multiple projects, including election campaigns.
- Authored 300+ creatives for a major client in Trivandrum that exclusively approves creatives.
- Provided voice-over for ads running on other stations.

## References

**Name:** Tijay Mathew

**Designation:** Programming Head, Mirchi

**Contact:**9995439839

**Name:** Lekha Ajith

**Designation:** MD, Potters Wheel Media

**Contact:**9745001103