

MERLIN JOHNSON

SENIOR COPYWRITER

I am a copywriter who brings creative visions to life, using words and ideas that grab eyeballs. I help brands engage and grow their user base through well-crafted campaigns and ads. I'm free-spirited, responsible and a good team player.

Portfolio - merlinjohnson.in

EXPERTISE

Copywriting	Campaign Ideation	Pitch Presentation
TA Research	Creative Strategy	Brand Building

WORK EXPERIENCE

SENIOR COPYWRITER

L&K Saatchi & Saatchi, Mumbai

May 2022 - Present

- **Clients - ACT Fibernet, Nivea, Linen Club**
- Led ACT Fibernet's activation at Comic Con 2022 launching their hero product - Captain Smart Wi-Fi.
- Leveraged Comic Con to engage ACT users and generated 1200+ new leads. Through comic strips, digital contests, influencers and installations.
- Conceptualised and executed ACT's 360-degree campaign for Indian Super League, in partnership with Chennaiyin FC and Bengaluru FC.
- Led ACT's digital and on-ground campaign for Ponniyin Selvan-1 in Chennai.
- Co-strategizing and ideating activations for Nivea's 5in1 Complete Care.
- Conceptualizing cross-channel adaptation of campaigns to fit different target groups, with emphasis on younger Gen-Z audiences.
- Providing crisp, nuanced copies for Print, Digital, TVC, Radio, etc.

COPYWRITER

Verbinden Communication, Bengaluru

June 2021 - May 2022

- **Clients - Tejas Networks, Women In Cloud, Down etc, Skyscend, IIT Bombay, ELCITA**
- Led Down Etc's social media campaigns for Heart day, Halloween, Valentine's Day, Christmas & Spring Sale.
- Built Verbinden Communication's social media strategy from scratch, boosting the page's visibility and engagement through moment marketing and content marketing strategies.
- Created a new website map and content wireframe for IIT Bombay's Electrical Engineering Department.
- Successfully coordinated the digital activation of WIC's Annual Summit 2022.
- Collaborated with former Facebook India MD, Kirthiga Reddy for her personal website and social media strategy.
- Strategized and created monthly content calendars for Tejus Networks, ELCITA, WIC and Down ETC.
- Specialized in copies for FB and Google Ads, emailers, landing pages, websites and social media.

CONTENT STRATEGIST

Beyond Better Media, Bengaluru

Aug 2019 - Mar 2021

- **Clients - Trix, Adhvaya, INC**
- Created strategic promotional plan and creatives for a candidate in Kerala Legislative Assembly Election 2021.
- Developed copies for social media, websites, product videos, promotional videos, brand videos, etc.

COPYWRITING INTERN

Leo Burnett, Gurgaon

Mar 2021- April 2021

- **Clients - Valvoline, EXIDE Life Insurance**
- Developing ideas and creative strategies for social media posts.
- Creating copies for various collaterals for pitch presentations.

EDUCATION

Christ (Deemed to be University)

BA Triple major in Journalism, Psychology and English
Event coverage for regional newspapers
Part of creative team in Student Welfare Organisation

Sharjah Indian School

Completed AISSCE with 84.7 percentile
Completed AISSE with 9.8 CGPA
Editor of school magazine - Blossoms
Radio jockey and programme planner - SIS Radio
President of Literary Club

CERTIFICATIONS

StoryTraining: Selecting and Shaping Stories That Connect
LinkedIn, April 2020

Learning to Write Marketing Copy
LinkedIn, May 2020

Contemporary Social Problems and Challenges
Christ University, 2019

Gender diversity and Social transformation
Christ Univeristy, 2018

CONTACT

Email address merlinjohnson01@gmail.com

Phone number +971545431339, +916362361768