



SHON JOY

COPYWRITER

A copywriter coming from a technical background with work experience in the marketing & Software field together with the skill to write persuasive copy that has proven to turn target audiences into trusted customers.

CONTACT ME AT

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PORTFOLIO WEBSITE

www.shonjoy.com

SKILLS

- Creative Writing
- Creative Direction
- Technical Copywriting
- Video Creation

TOOLS

- SEMrush
- Grammarly
- Hemingway Editor
- OneLook Thesaurus
- Ahrefs

WORK EXPERIENCE

Technical Writer

Ortech Solutions | Sep 2022 - Mar 2023 | 7 Months

- Worked closely with developers and testers to create and update the organization's software Wiki help pages.
- Created product videos singlehandedly to help customers to learn and use the software.

Copywriter

Ortmor | Dec 2020 - June 2022 | 1 Year & 7 Months

- Lead a team of creative and strategic professionals on the execution of ideas that brings desired results to global clients.
- Produced original, creative content across multiple mediums for promotional, advertisements, and marketing materials.

Content Writer

Blockbuster Media | Feb 2018 - Jan 2020 | 2 Year & 11 Months

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Made targeted promotional content for entertainment industry.

Business Development Associate

Concept Guru - Byju's | May 2017 - Dec 2017 | 8 Months

- Surpassed growth targets and revenue projections by coordinating and planning product sales.
- Educated customers to enhance sales using various marketing tactics.

EDUCATIONAL HISTORY

THEJUS Engineering College

Bachelor of Technology | June 2013 - May 2017

- Major in Computer Science and Engineering
- Completed two projects in the academic years
 - Online IDE
 - Honey Encryption

MAJOR PROJECT CLIENTS



MAJOR PROJECTS

HALASINGAPORE

Client: ITP Media Group & Singapore Tourism Board

Sep 2021

- HalaSingapore was a 3-day event designed to celebrate Singapore's natural wonders, fascinating culture, and rich history.
- Crafted script for 3 social media promotional videos.
- Wrote the complete copy for the official website www.halasingapore.com.
- Given complete ideation and script work for the projection mapping for the industry's most influential VIPs and bring the taste of Singapore's vibrant sights, food, and culture to Dubai.

AMAZON CAREER DAY

Client: Amazon & Opus Agency

Sep 2021

- Created the host script for the Amazon Career Day India virtual event.
- Joined in an amazon chime meeting with the owner and event consultant of Sorich productions, Lisa Sorich along with Elyse Bax of Opus agency and Indian host Raashi Bishnoi from Amazon India.
- Based on the host script of the completed career day event for the US and the Run Of Show for the Indian event I created an Indian version of the host script draft.
- Based on the meeting notes, I made an updated version and then sent it to them.

PARALYMPICS 2020 OMAN

Client: OQ

Aug 2021

- OQ was the official sponsor of the Oman team and they were thinking about creating a promotional as well as [inspirational video](#) of the Paralympic team for the coming generations to believe in themselves.
- I crafted a synopsis for two different videos of the team and then created the whole script from it.
- Through one video I told the journey of athletes to Tokyo, how they have reached this life goal of theirs, and in another one their Tokyo experience in which one of the athletes Mohammed won a bronze medal.

BIM Hologram

Client: Dubai Municipality

Oct 2021

- Part of the revolutionary project of Dubai Municipality, which is known as the BIM E submission platform.
- Dubai Municipality decided to give a holographic experience to the citizens of Dubai at the World's Largest Enterprise & Government Technology Event - Gitex Global 2021.
- Mission was to reach more people and make them aware of the benefit of this system.
- Came up with the complete visualization of the BIM technology.

Dubai Live

Client: Dubai Municipality

Oct 2021

- Dubai municipality is about to bring revolutionary developments with whole new 40 projects and all of these projects aspire to raise the quality of life
- crafted the project name, taglines, posters, headings, and all marketing collaterals.
- Main challenge was creating a video for the interactive kiosk where it provides a digital twin of Dubai city in a form of 3D maps and links it with live information about people, assets, business, mobility, and environment in the past, present, and even future.

OQ's LSR

Client: OQ

Feb 2022

- The Life-saving rules for the OQ, a national petroleum investment company owned by the Government of Oman.
- Crafted Life-Saving Rules educational video to provide OQ workers with awareness of the actions they can take to protect themselves and their colleagues from fatalities
- Wrote the complete script for the 12 rules, each rule had an individual script of around 2 minutes, and guided the storyboard artist as well as animators to make the concept into visual.

Holystore E-commerce Website

Client: Holystore

Mar 2022

- Created an E-commerce website from scratch.
- Made customer centric persuasive copy for the website and continuously updated it.

Saasguru Blogs

Client: saasguru.co

Aug 2022

- Crafted [blog articles](#) related to Salesforce and AWS.

Vision Software YouTube Videos

Client: Ontech

Dec 2022

- Created software learning videos for Ontech's customers. This includes script writing to video editing.
- These videos are live in Vision Software's [YouTube channel](#) and [Wiki help pages](#).

"I do hereby declare the truth and authenticity of all the information in my resume."

THANK YOU