

MONICA SELVI



CREATIVE PORTFOLIO



I've always had a thing for words, finding the right ones, playing with them, and occasionally obsessing over a headline for far too long. Over the years, that's taken me from advertising and marketing to copywriting, branding and editorial, writing everything from brand names and campaigns to stories people actually want to click on.

2026

WRITER · EDITOR · CREATIVE

WHO AM I ✨

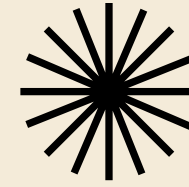
A marketer by trade but a writer at heart, I've been crafting stories, poems, and songs, and creating quirky characters since I was 7.

I'm curious by nature, slightly obsessed with how people think, and incapable of looking at bad copy without mentally rewriting it. I love ideas, stories, clever little details and anything that makes people feel something or at least stop scrolling for a second. Give me a blank page and I'm happy.

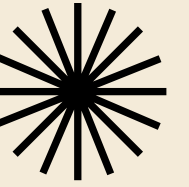
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SKILLS



I've never really stuck to one kind of writing. I've written about pretty much everything at this point — articles and stories, website and product copy, campaigns and social media, and I've come up with brand names for everything from baby food to luxury shoes.

These days, I also spend a lot of time editing other people's work, tightening copy, spotting what doesn't work and figuring out how to make it better.

Basically, if it involves words, there's a good chance I've done something with it.

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✱ EDUCATION ✱



I earned a Master's degree in Advertising, where I explored how ideas, words and creativity come together to make people pay attention.

My Bachelor's degree in Marketing taught me how brands think, what audiences want and why some ideas stick while others don't.

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✱ EXPERIENCE ✱



For the past two and a half years, I've been working in digital publishing, first as a writer and, for the last year, as an editor. I write, shape and polish stories every day, from finding the right angle to landing on a headline people actually want to click.

I've also spent 15 years in advertising and copywriting, so it's safe to say I've written a bit of everything. I still take on freelance creative projects, and brand naming remains a particular favorite. I've also written website copy, product descriptions, campaigns and content for brands across all kinds of industries.

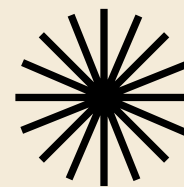
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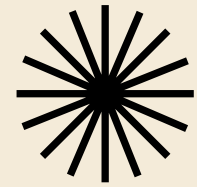
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SAMPLE WORK



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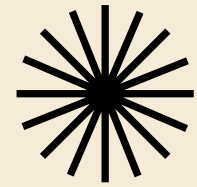


SAMPLE WORK

01 WRITING & EDITING

For the past two and a half years, I've been writing for Bored Panda, where I've covered everything from internet drama and human-interest stories to entertainment and trending topics. Over the past year, I've also been editing, shaping stories, polishing copy and spending an unreasonable amount of time making headlines impossible not to click.

See my published work [HERE](#)



SAMPLE WORK

02 BRAND NAMING

Creating a strong brand name is a crucial milestone, especially during the initial stages of building your brand.

Heyra

RECRUITING PLATFORM

Mind Magnet

BUSINESS COACHING

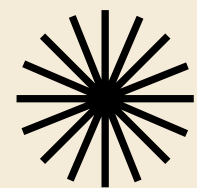
SHAAPED

FITNESS BRAND

Luxanti

CUSTOM ITALIAN MEN'S SHOES

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SAMPLE WORK

Nutrigenics

SCIENCE-BASED HEALTH SUPPLEMENTS

Ellest

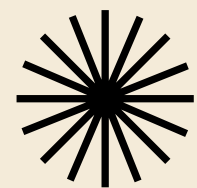
BEAUTY CLINIC

ELKRAFT

GERMAN HOME APPLIANCES

Hugbe

BABY FOOD



SAMPLE WORK

02 BRAND NAMING

Murmur

LUXURY FASHION MAGAZINE

Pillars & Beams

CONSTRUCTION COMPANY

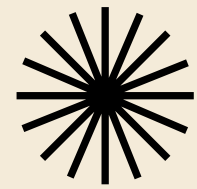
Urban Barrel

BAR AND LOUNGE

Nordic Crafts

FURNITURE AND DESIGN STORE

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SAMPLE WORK

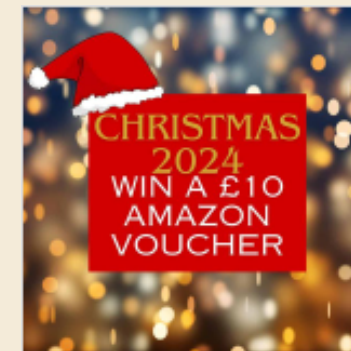
What you've seen so far is only a small slice of my work. Over the years, I've worked on hundreds of projects across all kinds of industries, from brand names and website copy to product descriptions, campaigns, blog posts and articles. Here are a few more pieces from the archive.



7 Daily Habits Of Highly Productive People
Changing your daily habits with ones which will kee...
artofhealthyliving.com



7 Timeless Bridal Jewellery Pieces Worth Investing In
Bridal Jewellery is an important part of your wedding day. For a bit of inspiration, check out our picks for timeless jewellery pieces worth investing in.
Guides for Brides / Jul 3, 2025



10 Easy but Unique Last-Minute Christmas Gift Ideas
Last-minute Christmas gift ideas that don't look rushed. Find out how you could win a £10 Amazon voucher in my...
Just Average Jen – Realistic Healthy Living Without Perfec...



10 Tips to Save Money on Your Wedding
If you are about start planning your wedding, here are 10 tips to save money on your wedding without compromising your day.
The Wedding Guide UK / May 3, 2022



Tips for Planning a Budget-Friendly Small Wedding
Piper Vine Photography Planning the most important event of your life can be very exciting, but we all know that weddings are expensive. In 2022, the national average cost of a wedding was around \$30,000, not including the engagement ring. For mo...
Southern Bride / Mar 6, 2025

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CONSCIOUS FASHION - Sustainable Jewellery: Visionary Designers and Innovative Materials

10th January 2022

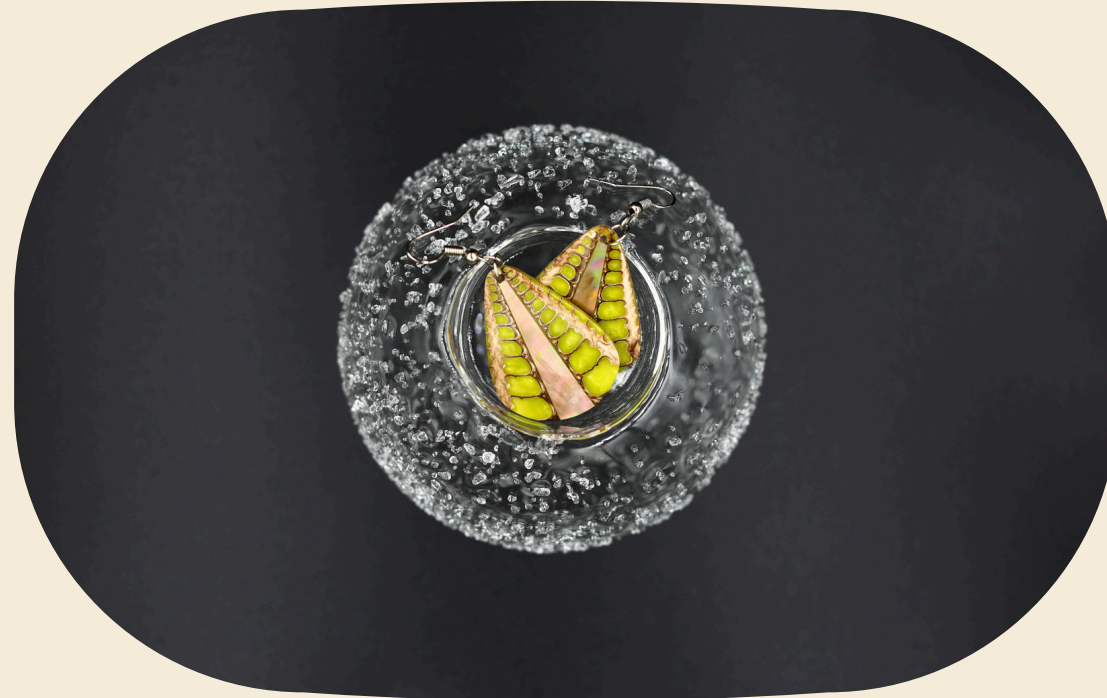
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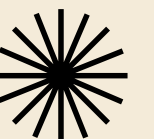
FEATURED NEWS LIFESTYLE TRAVEL FOOD & DRINKS ENTERTAINMENT FAMILY & KIDS CONTEST / PROMOTION ...

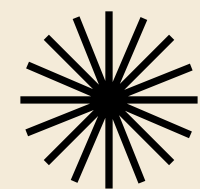
8 Cool & Unique Things to Do on Your Next Trip to Thailand

By Contributor · March 20, 2023 · 6 min read

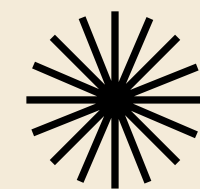


In my free time I love experimenting
with different photography techniques.





GET IN TOUCH



Email

monicaselvi@yahoo.com

Instagram

@moniselvi

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