

# Nynoshka Rodrigues

## Copywriter

**I like my copy like my coffee- strong!**

I'm a copywriter and creative strategist buzzing with ideas and a passion for social media marketing. A self-motivated and insightful caffeine lover, always ready to try new challenges and put my talents to the test.

### CONTACT

Nynoshkarodrigues@gmail.com

+971 569885405

Nynoshkarodrigues.com

### SKILLS

Social media content creation

SEO content

Digital Marketing

Creative Conceptualization

Corporate brand communications

360-campaign development

Event branding

Guerilla Marketing

### EDUCATION

**NMIMS Global Access School**

**for Continuing Education ( 2020 - 2022 )**

Post Graduate Diploma in Marketing  
Management

**Wilson College - Mumbai ( 2015 - 2018 )**

Bachelor of Mass Media Degree in Advertising



### WORK EXPERIENCE

#### CREATIVE COPYWRITER

MCCANN HEALTH DUBAI | AUG 2022 - PRESENT

Crafting copy and conceptualizing creative campaigns for healthcare brands like AstraZeneca, Pfizer, Merck, and Lilly as well as government bodies like MOHAP and ADPHC. Working with the team to execute award-worthy campaigns in the healthcare space.

Creative ideation for communications targeted to healthcare professionals as well as consumer-centric public awareness campaigns and activations. Leading and managing creative workflows among the art and medical team for timely delivery of projects.

Leading and directing onsite shoots, activations and event campaigns. Crafting copy for websites, social media, radio, brand communications, on-ground activations and medical collaterals.

#### SENIOR COPYWRITER

TONIC WORLDWIDE | MAR 2021 - APR 2022

Crafting content for different social media communications for brands like Triumph Lingerie, CEAT Tyres and Warner Music. Conceptualizing new monthly posts for brands across social media platforms and aligning the same with the creative team. Closely monitoring social media accounts.

Collaboration with Account Executives and designers to execute campaigns within the timelines. Following new industry developments for each brand to execute topical content and ideate new communication strategies.

Actively participating in team brainstorming sessions and writing, posting, managing content across social platforms.

#### FREELANCE CONTENT WRITER

PEPPER CONTENT | AUG 2020 - MAR 2021

MUNGOS MEDIA | JAN 2020 - JUL 2020

#### JUNIOR COPYWRITER

MX ADVERTISING | MAY 2018 - JULY 2019