

MONICA SELVI

CREATIVE PORTFOLIO



I'm a passionate writer who is all about creativity, crafting stories with a twist. My passion is bringing brands to life by giving them their own unique sparkle, something that makes them irresistible. Let's start a journey where words do more than just describe—they captivate.

2024

CREATIVE COPYWRITER



WHO AM I

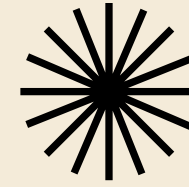
I'm a passionate copywriter, driven by the art of storytelling and the power of imagination. My work isn't just about words on a page - it's about breathing life into ideas. Collaboration is at the heart of what I do, working hand in hand with clients to turn their dreams into reality. Together, we embark on a journey of creativity, exploring new horizons and crafting narratives that resonate deeply. My goal is simple yet profound: to create something that not only reflects the essence of a brand but also sparks a connection with its audience. Through dedication and a touch of magic, I transform visions into vibrant stories that leave a lasting impression.

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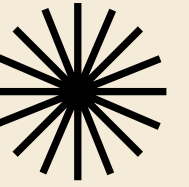


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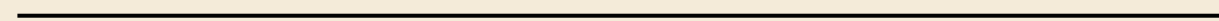
SKILLS



I've got a knack for copywriting that spans a wide range of industries. Whether it's food and nutrition, fashion and accessories, beauty and makeup, or fitness, I've explored a lot of territories, always making sure my writing hits the right note for each audience.

For over a year and a half, I've poured my creativity into working for a well-known U.S. jewelry retailer. My writing has found its way into their blog posts, articles, social media captions, and advertising materials, helping to boost their online visibility and engage their customers more effectively.

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✱ EDUCATION ✱



I hold a Master's degree in Advertising, which equips me with the art of creating persuasive narratives and captivating messages that engage and resonate with audiences.

I earned a Bachelor's degree in Marketing, providing me with a strong foundation in the world of brand shaping and storytelling, essential skills that I bring to my copywriting craft.

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✱ EXPERIENCE ✱



For the past five years, I've been a freelance copywriter, leaving my creative mark across various platforms. Blog posts, articles, website content, and product descriptions —no task is too small or too big.

I've mastered the art of making products jump off the screen. Whether it's naming a brand or creating product descriptions, I've left my mark on numerous e-commerce platforms, helping businesses stand out in the crowded online space.

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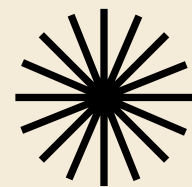


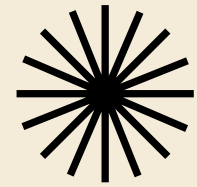
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SAMPLE WORK



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SAMPLE WORK

01 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

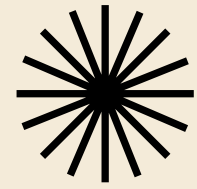
BUSINESS COACHING

SHAAPED

FITNESS BRAND

Luxanti

CUSTOM ITALIAN MEN'S SHOES



SAMPLE WORK

Nutrigenics

SCIENCE BASED HEALTH SUPPLEMENTS

Ellest

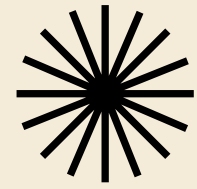
BEAUTY CLINIC

ELKRAFT

GERMAN HOME APPLIANCES

Hugbe

BABY FOOD



SAMPLE WORK

01 BRAND NAMING

Murmur

LUXURY FASHION MAGAZINE

Pillars & Beams

CONSTRUCTION COMPANY

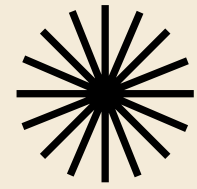
Urban Barrel

BAR AND LOUNGE

Nordic Crafts

FURNITURE AND DESIGN STORE

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SAMPLE WORK

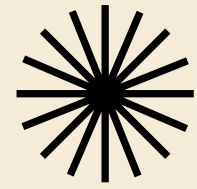
02 WEBSITE CONTENT

MAGNETIC EYELASHES BRAND - ABOUT US PAGE

Our Story

Every success story starts with one idea and that's what happened to Amy. Working a 9 to 5 job like most of us, Amy felt like something was missing. As a banker, Amy had to follow a strict dress code, which meant that her work attire was bland, lacking any kind of spark. She was looking to infuse her life with a little creativity, something outside the office, that she could call her own. Passionate about beauty, Amy decided that she wanted to bring a little femininity in a male dominated environment. She combined her eye for beauty with her personal experiences, to create a brand that is accessible and innovative. And, after a lot of hard work and dedication, Amy's Lashes was born.

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SAMPLE WORK

What We Believe In

We believe that every person should have access to the necessary tools in order to enhance their beauty and feel more confident.

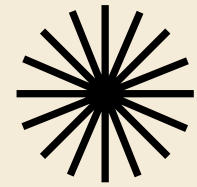
We believe that beauty should be fun and effortless.

We believe in using only premium quality materials in creating durable magnetic eyelashes.

We believe that our customers should be our priority and we are dedicated to delivering high quality products designed to make beauty more accessible.

Lashes for Every Occasion

At Amy's Lashes you will find 16 beautiful styles of easy-to-apply magnetic eyelashes that actually work. From natural and classic to glam and dramatic, our lashes are a great alternative to expensive eyelash extensions. We have designed a product for every occasion and time of day. From brunch with the girls to fun parties, or even for the office, we have many styles to choose from. Just find your favourite one or try them all!



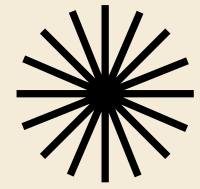
SAMPLE WORK

KIDS' ACCESSORIES - ABOUT US PAGE

Pepper the Panda and Berry the Bear's Favorites

Sunny Bear Kids is a funky brand approved even by the coolest stylists in the industry: Pepper the Panda and Berry the Bear. The cute & cuddly duo are experts at everything kids style: play, hike, splash and splosh – they still manage to look posh!

Our style mojo: chic and stylish, yet affordable kids' sunglasses, T-shirts, hats and everything you need for a super fun day in the sun. Effortlessly cool, in hip color combinations and trendy designs, our kids' sunglasses and tees are ready to be rocked from sunrise to sunset.



SAMPLE WORK

Ready, Set, Go: Let the Summer Adventure Begin!

Tan, bounce or play, it's a fun kind of day!

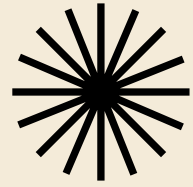
Whether your family enjoys long beach days, countless visits to the pool or hiking with your little explorer, Sunny Bear Kids is all about endless summer days spent outside creating memories.

We are here to deliver all your little one's summertime style essentials for easy, on-the-go style that looks fab and feels comfortable all day long.

Find Your Swanky Style

Kids' clothes should be fun, comfortable and far from complicated. Accessories are meant to boost the cool factor to the max. Match your kid's style with modern kids sunglasses or timeless classic shades with a fresh edge. Add a pop of color with our swanky T-shirts featuring our famous snuggly stylists, and they're all set for summer.

Most of our products are unisex, so little brothers and sisters can share the same closet and enjoy wearing the trendiest kids sunglasses and accessories together.



SAMPLE WORK

03 PRODUCT DESCRIPTIONS

KIDS' ACCESSORIES

1. Pandastic

You know this vacation will be fantastic when you are wearing Pandastic. Have your pick from baby blue, dusty purple, bright yellow or soft pink and start your fun day with these easy to wear slides, perfect for a relaxed look. The star of the show: Panda's adorable face with 3D features.

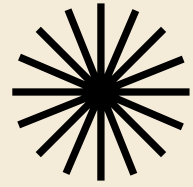
2. Melon Twist

This summer just took a twist for the better with our Kawaii style Melon Twist slides. Whether you splash all day at the pool or enjoy a fresh watermelon at the beach, these quirky pandas with melon-shaped bellies make the perfect match for your sporty shorts, swimsuits and sundresses.

3. Sunny Side Up

Shine bright like the sun while sporting a pair of our Sunny Side Up slides. These vibrant yellow kids summer shoes lend sun-soaked charm to comfortable outfits. Featuring our very own style expert, Brown Bear, our carefully designed slip-on sandals will bring a sunny pop of color to your outfit.

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SAMPLE WORK

03 PRODUCT DESCRIPTIONS

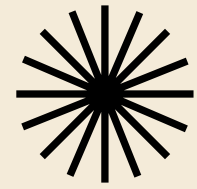
MAGNETIC EYELASHES

1. Natural Glam Category

Our most youthful collection of all, Natural Glam offers a versatile look for every eye shape. Short and lightweight, the lashes from this collection are crafted from high-quality materials that help each strand to blend in with your natural lash line. The comfort-fit band is designed to make application easier and each pair more durable so you can enjoy wearing them many times.

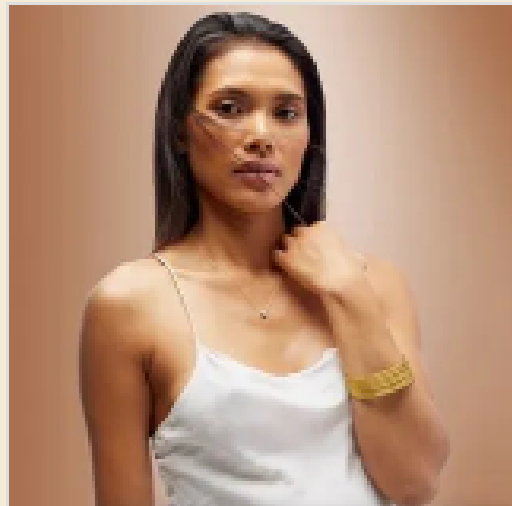
2. Classic Glam Category

From flirty and seductive to glamorous and luxurious, each pair of the Classic Glam collection lashes are able to transition from day to night with ease. The collection features medium length fluttering lashes that carry just enough volume to give them the perfect feminine shape. Versatile and easy to wear, the lashes from this collection are the ideal finishing touch for any fashion style.



MY WORK

The work samples you have seen in this portfolio represent only a small portion of my work, as much as I could fit on a few pages. I have worked on hundreds of projects from various industries. In addition to brand naming, website content, and product descriptions, I have also written numerous **blog posts and articles**, which I would love to share with you.



CONSCIOUS FASHION - Sustainable Jewellery: Visionary Designers and...

The jewellery industry has been rethinking the way it does business, making sustainability the main...

 greenunion.co.uk

[ARTICLE LINK](#)



7 Daily Habits Of Highly Productive People

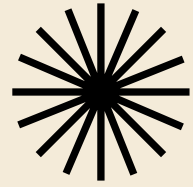
Changing your daily habits with ones which...

artofhealthyliving.com

[ARTICLE LINK](#)

Please also check out my Fiverr profile to see what my clients have to say about me: www.fiverr.com/moniselvii

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MY WORK

ARTICLE LINK



7 Tips on Buying Wholesale Jewelry for Your Boutique - WFS

Buying wholesale jewelry is one of the best things you can do for your store. Here are tips that will help you do this successfully as a small business.

ARTICLE LINK

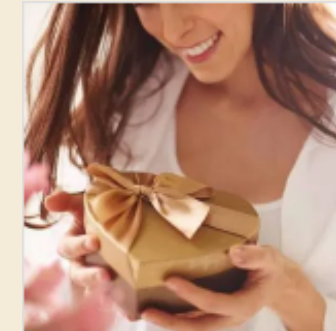


7 Timeless Bridal Jewellery Pieces Worth Investing In

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 / Apr 25, 2023

ARTICLE LINK



The best last minute Christmas gifts you can buy someone today

Easy and fun last minute Christmas gifts that you can buy for someone that you forgot to buy for an...

Just Average Jen / Jul 18, 2023

ARTICLE LINK



10 Tips to Save Money on Your Wedding

Home • Planning & Budgeting • 10 Tips to Save Money on Your Wedding

ARTICLE LINK



Tips for Planning a Budget-Friendly Small Wedding

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...

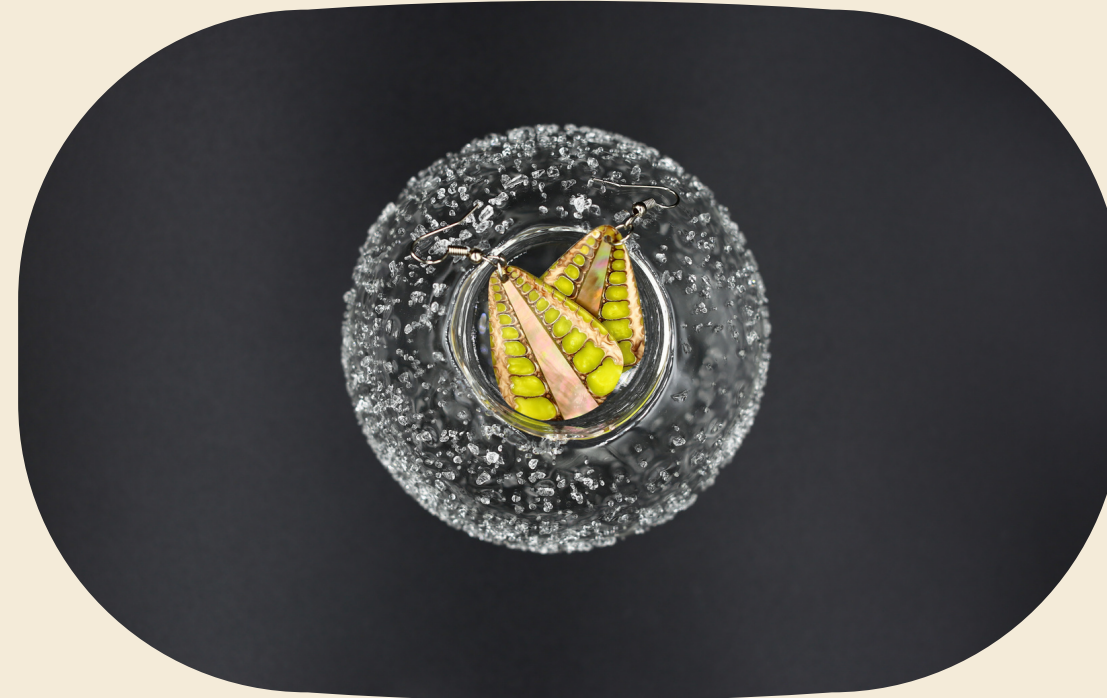
Southern Bride

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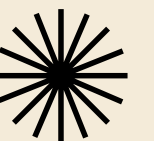


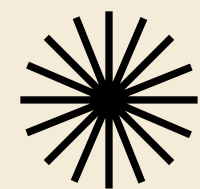
8 Cool & Unique Things to Do on Your Next Trip to Thailand

Alvinology / Mar 22, 2023

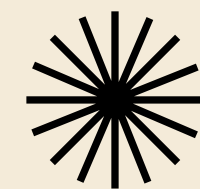


In my free time I love experimenting with different photography techniques.





GET IN TOUCH



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MONICA SELVI

COPYWRITER