



Riona S Roy

COPYWRITER: www.rionasroy.com

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A Berlin-based, conceptual creative, building advertising campaigns that create impact for agencies, businesses, and communities.

Work Experience

Copywriter | David+Martin
(Berlin | Munich)(2024- Present)

CUPRA Digital | Guhl | ImmoScout24 | König Pilsener | Lorenz Snack | Ottobock | Burger King Digital | Ritter Sport | Pitches: IQOS, Adidas, Aktion Mensch, Austrian Airlines, Swisscom, Penny

Freelance Creative | Everywhere
(2018 - Present)

Website & Digital Content | Copywriting | Content Strategy | Ghost Writing | Newsletter | Print | Outdoor Media | Screenwriting | Sketch | UX Writing

Concepts & Copy Intern | BBDO Germany
(Berlin) (July '23 - Dec '23)

E.ON Energy, Porsche Global, BVG, 1&1, Lidl, Meta, Mercedes Benz Retail, Cantourage (Cannabis Pharma).

Concepts & Copy Intern | Publicis (LePub Milan)
(April '23 - June '23)

Put through a wringer of all things Heineken and Heineken Silver, with a sprinkle of Barilla.

Concepts & Copy Intern | BETC and FullSix
(Paris) (Jan '23 - March '23)

Coca-Cola, Danone Nutrison, Danone Alpro, Sixt Cars, Disneyland Paris.

Copywriter | Wunderman Thompson
(New Delhi) (Junior to Mid-Weight)
(March '19 - Nov '21)

Meta for Business, Shell India+UK, The Times Of India (the largest selling English daily), ITC Group Luxury Hotels, Airtel India+Africa, Honda Civic, Pepsi, Tinder, Timex, Panasonic, Nestlé, Beko Appliances, HCL Tech, etc.

Copy Trainee | J. WalterThompson
(New Delhi) (June '18 - March '19)

Learnt all the tricks of the job through a full immersion into the craft.

Production Assistant | NDTV GoodTimes
(New Delhi) (Jan '17 - Aug '19)

Transcriptions, Scriptwriting, Post Production Editing, Coffee Runner for India's leading Travel and Lifestyle Channel.

Education

B.A. (Hons) Fashion Media Communication
(2014 - 2018) First Class Honours

Nottingham Trent University | Pearl Academy

Copywriting Portfolio Programme
(2022 - 2023)

Miami Ad School Europe (Berlin)

Creative Mentorship Programme
(July '22 - Dec '22)

The Workshop

AdCademy | AdCelerate Media Programme
(Dec 2023)

Brixton Finishing School

Awards

ADCE High Potential Creatives 2024

D&AD New Blood 2023 Yellow Pencil

D&AD New Blood 2023 Wood Pencil x 2

D&AD New Blood 2022 Wood Pencil

Creative Conscience 2023 Bronze

Ad Stars 2023 Finalist

M.AD Ideathon 2023 Finalist

M.AD Ideathon 2022 Finalist

Kyoorius Creative Awards 2021 Blue Elephant x 3

Connect

LinkedIn: <https://www.linkedin.com/in/riona-s-roy/>

Languages

English (Native) French (B2)

Bengali (Native) German (A1)

Hindi (Native)