



Riona S Roy

COPYWRITER: www.rionasroy.com

rionasroy28@gmail.com + 39 3510663382

A Berlin-based, conceptual Senior English Copywriter, building advertising campaigns that create impact for agencies, businesses, and communities. Loves to dabble in research-led strategic comms with creative twists, while digging behavioural insights.

Work Experience

Freelance Senior Creative | Everywhere (2018 - Present)

Website & Digital Content | Copywriting | Content Strategy | Copy Editing | Script Writing | Digital Video Writing | Web Report Writing | Profile Writing | Ghost Writing | Blog Writing | Newsletter Writing | Print | Brochure | Outdoor Media | Screenwriting | Playwriting | Sketch Writing | 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), and Proactive Whirlwind.

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

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

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

Coca-Cola, Danone Nutrison, Danone Alpro, Sixt Cars, Disneyland Paris, along with a masterclass in Parisian assimilation.

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

Meta for Business, Shell India & UK, The Times Of India (the world's largest-selling English daily), ITC Group of Luxury Hotels, Airtel India & Africa, Honda Civic, Pepsi, Tinder, Timex, Panasonic, Nestlé, Beko Appliances, HCL Technologies, and more.

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

Learnt all the tricks of the job, along with a full immersion in the craft. Also where I failed harder every day.

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

Transcriptions, Scriptwriting, Post Production Editing for India's leading Travel and Lifestyle Channel. Of course, came along with frequent coffee and lunch runs.

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

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)