

# Riona S Roy

COPYWRITER

WOOL-GATHERER

## experience

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### Freelance Copywriter

Worked with tech + consultancy startups and e-commerce websites to develop concepts + copy.

November 2017 - Present

### Creative Apprentice

Spec work on Neosporin, Macy's, Dyson.

The Workshop  
August 2021

### Copywriter

Social media | Print | OOH | Film | Case Videos  
Brands: Panasonic, Meta for Business, Timex, ITC  
Hotels, Tinder, Pepsi, Honda Civic, Oppo, OK  
Cupid, Beko, Shell, and political campaigns.

Wunderman Thompson  
(WPP Group)  
August 2018 -  
October 2021

### Production Assistant

Responsibilities ranged from script-writing, styling, making rough edits in post production, to lunch runs for show guests of popular lifestyle shows in India.

NDTV GoodTimes  
January 2017 - August  
2017

## education

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### Portfolio in Copywriting

A creative advertising programme that lets me deep dive into copywriting and all things adland.

Miami Ad School  
January 2022 -  
Present

### Bachelor of Arts in Fashion Media and Communication

Graduated with a 2:1 (Honours)  
Awarded by Nottingham Trent University  
Film | Journalism | Branding | Fashion Studies

Pearl Academy  
September 2014 -  
May 2018

## let's chat

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[rionasroy28@gmail.com](mailto:rionasroy28@gmail.com)

[LinkedIn](#) | [Twitter](#)

## skillz

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MS Office, Google Suite, Adobe -  
Lightroom, Photoshop, InDesign, Illustrator,  
and Premiere Pro.

## languages

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English | French | Bengali | Hindi

## fun bits

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INFP-A | 4w5

Leo Rising | Scorpio Sun | Taurus Moon

PS: Check out other [diverse creatives](#).