

Athul Domichen

Copywriter



Montréal, QC

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athuldomichen.com

EXPERIENCE

Senior Copywriter

May 2024 - Present

Havas Creative Canada

- Conceptualize and create campaigns for CPG, retail, finance, non-profits, government entities etc
- Write copy for OOH, social, TV, shopper and digital platforms
- Develop creative platforms that blend bold ideas with strategic precision

Senior Copywriter

June 2022 - December 2023

eBay

- Craft social media copy that resonates with collectibles audience
- Create collaterals for events such as NYCC, Gen Con, The National, and more

Marketing Copywriter

October 2020 - April 2022

VEXXHOST Inc., Montreal

- Develop copy for daily blog posts, social campaigns, emailers, and whitepapers
- Create content and manage social media accounts

Copywriter

October 2019 - March 2020

Agency 361, TD Bank

- Develop well-researched concepts and copy for diverse media usage
- Create engaging scripts for online videos

Copywriter

June 2019 - September 2019

HOLR Magazine, Toronto

- Develop web and social media copy
- Create promotional campaigns
- Craft feature stories on artists and events

Direct Response Copywriter

October 2018 – January 2019

Amplifii Corporation, Toronto

- Develop copy for social media ads
- Create campaign frameworks
- Perform research on benchmark trends

EDUCATION

Graduate Certificate in Advertising Copywriting

September 2018 - April 2019

Humber College, Toronto, ON

MA in Mass Communication and Journalism

August 2011 – April 2013

The English and Foreign Languages University, Hyderabad, India

BA (Hons) in Mass Communication and Journalism

August 2008 – April 2011

The English and Foreign Languages University, Hyderabad, India

LANGUAGES

- *Fluent*
English | Malayalam
- *Working Knowledge*
French | Hindi | Tamil | Telugu

OTHER EXPERIENCE

Senior Copywriter

June 2016 - September 2017

Nutshell Advertising, Hyderabad, India

- Develop creative campaigns and ad copy
- Create web and social media campaigns, content for brochures, newsletters, etc.

Copywriter

January 2015 - May 2016

FMC Advertising, Hyderabad, India

- Develop creative campaigns and ad copy
- Create web and social media campaigns, content for brochures, newsletters, etc.

Copywriter (Intern)

December 2010

M&M Connect Advertising, Bangalore, India

- Develop advertising copy and campaigns
- Help creative team with research