



## PROFILE

# RAJEE H. SINGHANIA

## COPYWRITER & AUTHORESS

Conceptualizing 360 degree ad campaigns, penning industry articles and fiction stories for the last 12 years.

**Address:** Greensboro, North Carolina

**Phone:** +(1) 615 522 2108

**Email:** rajeesinghania@gmail.com



## WORK

### 2020- House of Ankit • Freelance writer

SEO optimised copy for product descriptions and blogs. News articles for COVID-19 situation in the US for an ecommerce site.

### 2018- 2020 Upwork • Freelance writer

100% job success record, awarded 'Rising Star' and 5 star rating for almost every job undertaken. Written articles, blogs and short stories

### 2015- 2016 Classic Floorings & Interiors Pvt. Ltd. • Marketing Manager

Annual media budgeting, showroom designing, content for website, direct mailers, postcards, advertorials, internal promotional mails and planning for digital campaigns

### 2008- 2011 Delex Cargo India Pvt. Ltd. • Marketing Manager (direct reporting to CEO)

Content for in-house monthly magazine, press ads, press releases, brochure, website, FaceBook posts, revamp of logo, tagline & published book for company with stories from employees

### 2012 - 2014 Ideas@work • Creative cum Planner

Released print ads for Red Bull, Edelweiss, Vividha, Timond, Rustomjee, GoAir, TMC and worked on TVC for Edelweiss



## SKILLS & CERTIFICATIONS

Copywriting	●●●●●
Content Development	●●●●●
SEO Writing	●●●●●
B2B Communication	●●●●●
Creative Writing	●●●●●

2020 Content Marketing  
HubSpot Academy

2019 The Complete Digital Marketing Guide  
Udemy



## CORE COMPETENCY GENERATING IDEAS



## PUBLISHED BOOKS

**Love in a Time Machine-** Minoo Diamond Pocket Books. Still selling after 10 years on Amazon and translated into Hindi as well.

**Just Plain Bad Luck** Prakash Publication with 4 other co-authors

**Bhopla Nai folk story** Tulika books publication

**Butterfly Makes the Sun See Day** Oxford University Press for level 4

**Headgears of India** Green Channel publication for level 5

**The Two Sculptors** Pearson Education publication for level 2



## EDUCATION

### 2006 - 2008 N.L.Dalmia Institute of Management Studies & Research • First Division

Master of Management Studies - Marketing • Creative Head for annual festival

### 2013 - 2016 Sydenham College of Commerce & Economics • Distinction

Bachelor of Management Studies - Marketing