

SHANTHI SIVANESAN

43 Sterling Road, London, EN2 0LN
07980 621585
shanthisivacontent@yahoo.com

A copywriter, journalist and marketing content editor in digital and print, with a background in newspaper journalism, consumer lifestyle magazines, travel guides and business finance.

EXPERIENCE

Aug 2007 – now **Amazon, WGSN, New Look, Cutler and Gross, Rolls-Royce, Virgin, British Airways, Wallpaper*, HiltonHotels, 1001 Before You Die, IR Magazine, Copeland Park**

Copywriter / content editor I create conceptual on-brand copy for a variety of clients, from seed start-ups to brand leaders, and enjoy the luxury of working across sectors and tailoring solutions to meet individual business needs – whether straight e-commerce, luxury branding, trend-forecasting or communications. Focusing on SEO keywords, tone of voice and marketing, I'm a speedy product and lifestyle copywriter, blog writer, proofreader and social-media moderator. I also consult on websites, recommending changes to take in a UX perspective (ensuring optimal traffic) and contribute features for lifestyle and consumer titles – showcasing my in-depth knowledge of style, travel and design.

Recent projects:

2015: Analysis and writing as editor of 20-page report insert on roadshows for UK's leading investor relations magazine (IR Magazine)

2017: Involved in launch of Amazon Fashion, writing SEO product descriptions and banners showcasing the personality of each individual style brand debuted by the online retail giant

2018: Contributed to Rolls-Royce coffee-table book *In Pursuit of Excellence*

2018: Content design executive on www.copelandpark.com; interviewing residents at south London's premier culture hub, then writing keyworded profiles to ensure copy is optimised for searchability

2003 – now **News International, Trinity Mirror, Daily Mail and General Trust, Newsweek Europe, Hearst, Condé Nast, IPC Media, Bauer Media, The Independent, Redwood, BBC Magazines**

Senior **copy editor** on newspapers and magazines: **Sunday Times, The Independent, Metro, Wired, Monocle, The Sun, Harper's Bazaar, Glamour, Heat, Closer, Look, Asda and IKEA**

Writing active headings, straplines / standfirsts, credits and pictures to house style and fact-checking using trusted sources. Creating long-form copy when required and locating, assigning and overseeing freelancers. Liaising with writers, art directors, picture editors, planning departments and PRs and working well within a team to maintain print standards and a steady production schedule.

2019 **Canvas 8**

Editorial support: Editing / subbing news, case studies and reports on culture, society and human behaviour for a range of clients at this leading insights agency. Canvas 8 seeks to understand how people's behaviour is changing and how this impacts the consumer.

2018 – now **Just Runners UK**

Social media manager for this pro-diversity agency supplying freelance runners to the film industry

2015 – 2017

Newsweek Media Group

Acting digital editor for Newsweek Europe. I manned London's news desk – sub editing, delegating breaking stories, reporting and publishing – effectively producing the site with another remote editor.

Web producer / reporter / sub editor for IBTimesUK. Editing, writing and publishing stories for multinational news site with 50 million readers. I'm well versed in SEO best practice, analytics, traffic enhancing, Google Trends, Chartbeat, sourcing and editing imagery, and video scriptwriting.

2011

Wallpaper* City Guides (Phaidon)

Assistant editor (re-editions) Responsible for editing and overseeing content for the design bible's award-winning destination-guides; formatted for iPad, iPhone and books.

Overseeing a commissioned team of international writers who provided content for venues / books. Ensuring copy was filed to deadline, reworking and writing it to meet editorial guidelines. I sourced and managed an eight-strong team of freelance copy editors and interns while meeting core objectives of a production schedule that encompassed several guidebooks in a short timeframe.

2006 – 2007

whatsonwhen.com

Online content editor on Hilton Hotels project and What's On sections on this trusted website. Copywriting the hotel pages (UK and US style): highlighting key aspects of each venue while proofing and editing to maintain style / tone, ensuring 'calls to action' exist throughout copy prior to publishing.

EXPERTISE

Copywriting / content editing

- Adhering to house style and strategic concepts to a T
- Creating deks that hook in audience but avoid hard sell
- Building CMS pages from scratch, checking each field for accuracy
- Producing multi-functional copy; print, digital, blog, apps etc
- Writing for different formats: newsletters, banners, pop-ups
- A keen eye for errant modifiers, misused grammar and double spaces
- Subbing InDesign page layouts (paying attention to widows, fonts, furniture)
- Proofing chromalins, PDFs, web pages, apps at repro / publishing stage

Production project management

- Managing production schedules for print and digital titles
- Attention to detail, from text typos to schedule anomalies
- Working to extremely tight deadlines and budgets
- Commissioning, managing teams, liaising between client and supplier
- Understanding of e-commerce and design; SEO best practice, UX design
- Attentive to project progression on hourly / daily basis

EDUCATION / INITIATIVES

City University (School of Journalism)

Course: Writing Freelance Articles

University of London

Degree: BA (hons) Literature and Law – 2:1

The Latymer School

3 A Levels (B-C): English literature, Government and Politics, Biology

9 GCSEs (A-C): English (lang and literature), Maths, French, Chemistry, History, Physics, Biology, Art