

SHANTHI SIVANESAN

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Enthusiastic copywriter and content editor across digital and print — working in culture, placemaking, tech, finance, travel, beauty and fashion

EXPERIENCE

Aug 2007 – now **Amazon, Molton Brown, Rolls-Royce, Virgin, British Airways, HiltonHotels, WGSN, New Look, Cutler and Gross, Wallpaper*, Le Cool, Copeland Park**

Copywriter | content editor I create on-brand copy for a variety of clients, from seed start-ups to brand leaders, and relish the ability to work across sectors: e-commerce, luxury branding, trend-forecasting + communications. I especially enjoy tailoring solutions to meet individual business needs.

I'm a speedy product copywriter, blog writer, proofreader and social-media specialist with a focus on SEO best practice and tone of voice. I consult on websites, recommending changes that take in a UX perspective to ensure optimal traffic. I also contribute insight pieces and reports for lifestyle + consumer titles that showcase my know-how on style, travel and design.

Recent freelance projects:

2021: Digital Copywriter at **Molton Brown**: email marketing, web assets, 3rd party briefs, social

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

2018: Content executive on www.copelandpark.com; interviewing and photographing residents then copywriting SEO-optimised profiles for keywording and searchability

2017: Copywriter for the launch of **Amazon** Fashion + Beauty, writing SEO product copy and banners showcasing the personality of each individual style brand debuted by the online retail giant

2014: Writing fashion trend-forecast conceptual development copy and marketing scripts for **WGSN**

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

Senior sub editor on newspapers and magazines: Harper's Bazaar, Glamour, Heat, Closer, Sunday Times, Look, The Sun, The Independent, Metro, Wired, Monocle, 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 and 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 that impacts on the consumer.

2018 – now **Just Runners UK**

Social media manager for a pro-diversity agency supplying freelance runners to the film industry. A forerunner to the Black Lives Matter movement, the company and brand message champion the need for parity in creative industries during these times

2015 – 2017 **Newsweek**

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

Web producer + sub editor | reporter 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 scripting.

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 rewriting it to meet editorial guidelines. I sourced and managed an eight-strong team of freelance writers and interns while meeting core objectives of a production schedule that encompassed several guidebooks in a short timeframe.

2006 – 2007 **whatsonwhen.com**

Copywriter on Hilton Hotels project and *What's On* sections of this revered destination site. I wrote up hotel pages (UK and US style) – highlighting key aspects of each venue, proofing and editing to maintain style + tone while ensuring the placement of engaging call-to-actions throughout.

EXPERTISE

Copywriting / content editing

- Adhering to house style and strategic concepts
- Creating simple and clear marketing decks
- Building CMS pages from scratch, checking all fields for accuracy
- Producing a variety of marketing comms: emails, social media, banner ads, blogs etc
- Switching between digital and print with ease
- Positioning and messaging consulting, SEO, developmental editing, proofreading, fact-checking
- A keen eye for errant modifiers, misused grammar and double spaces
- Software: Microsoft, Keynotes, Google, InDesign, Photoshop

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

EDUCATION

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