

Angelica Monteiro

Copywriter

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PROFILE

Master's of Advertising and Design graduate with a burning passion for marketing. Full-time avid learner, go-getter and copywriter. Part-time freelancer, polishing social media content creation, video editing and shooting skills and staying up-to-date with current trends.

EDUCATION

Master's of Advertising and Design Sep 2022 – present
University of Leeds Leeds, United Kingdom

Bachelor's of Mass Media Jun 2017 – Oct 2020
St. Andrew's College Mumbai

PROFESSIONAL EXPERIENCE

Project Administrator Mar 2023 – May 2023
University of Leeds Leeds, United Kingdom

- Curated written and graphic content for Twitter and LinkedIn channels, maintaining consistent messaging and branding.
- Proofread various project-related communication materials.
- Led the management and regular maintenance of the project's website, leading its revamp and ensuring consistent updates on content management systems.

Skills acquired: proofreading, content management systems, digital copywriting

Analyst - Communication Aug 2021 – Jun 2022
Templatolio Delhi, India

- Managed 3 brand accounts—social media, client servicing, content management systems, and status reports.
- Curated clear, concise, and compelling copy for emails, 66 social media posts monthly, 5 brochures, 8 F&B menus, 21 OOH ads, 20 newsletters, 16 print ads, etc.
- Implemented thorough hygiene checks of all online forums.
- Ensured impeccable quality and adherence to brand guidelines in all written materials, both digital and print.
- Met strict project deadlines consistently while maintaining high-quality deliverables.
- Delivered clear and concise project briefs to designers, ensuring alignment with client goals and visual direction.
- Streamlined daily requirements for over 30 clients, ensuring smooth operations and timely delivery.
- Led weekly brainstorming sessions to inspire creative thinking and foster team collaboration.

Skills acquired: copywriting, campaign management, writing briefs, content development, strategic thinking, social media marketing, organisational skills, performance evaluation, working with deadlines

Copywriter

McCann World Group

Mar 2017 – Apr 2017

Mumbai, India

- Assisted on projects for Jet Airways, Asian Paints, Loreal Paris, Saffola oil, Radio Mirchi.
- Curated copy for radio scripts, story boards, social media, campaigns.
- Carried out competitor analysis, researched current trends and insights.
- Developed a keen understanding of each client's unique brand voice.

Skills acquired: market research, brand guidelines, tone of voice, breaking down briefs, trend analysis

PROJECTS

COPYWRITING, SOCIAL MEDIA & ADVERTISING

- Built my own website [🔗](#), further developing skills like digital copywriting, designing and working on content management systems.
- Handled social media copywriting, content creation, shooting videos, and content planning for hospitality sector brands like Leeds Independent Life, Rola Wala and more freelance agency Vision.
- **Curated digital copy—landing page, product descriptions and more for FourThirty [🔗](#), Anayah Jewellery [🔗](#), The Facial Bar [🔗](#) and Ambi Web Solutions [🔗](#).**
- **Conjured engaging and persuasive copy for websites, social media, and blogs based on industry trends, and edited and proofread written pieces before publication (September 2021 – January 2022).**
- Executed social media strategies for celebrity @Swatitaldar; organically achieving + 294 % reach, + 256 % engagement and + 3.05 % following on Instagram; + 78,953 views on YouTube, + 52,000 reach and + 40,000 engagement on Facebook (June 2022- June 2023).
- Managed several social media accounts, content planning, implementing and reporting on the performance, post-scheduling, moment marketing and copywriting for short film director Mithun Bajaj (June 2021 – May 2022).

SKILLS

Copywriting | Content creation | Communications | Market research | Creative writing | MS Office
Digital copywriting | Content management systems | SEO copywriting | Blog writing | Proofreading
Project management | Canva | Adobe Creative Suite | Blog writing | Content Strategy
Social media copywriting | Editing | Tone of voice

AWARDS

Sports, Communications & Marketing

- Successful completion of Copywriting with Bo, a month-long copywriting traineeship, June 2023
- Advanced Certification in Digital Marketing and Communication from MICA, January 2022
- State Level DSO Football Tournament Under-16 Winner, Maharashtra, India, December 2015
- Speech & Drama and Communications Skills training certified by London School of Trinity, 2013