

AMITA PRAKASH J

COPYWRITER

CAREER OBJECTIVES

To use my written communication skills to contribute to an organization that is passionate about innovation and creativity.

CORE SKILLS

- Copywriting
- Web Content writing
- Article and Feature writing
- Script Writing
- Proofreading
- Marketing Strategy

CONTACT INFORMATION

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Irinjalakuda | Kerala | India
1202 B Wing | Indian Ocean Apartments | Sagar
City | Andheri West | Mumbai | Maharashtra
Email: amita.ammu@gmail.com

LANGUAGES KNOWN

- Excellent: English, Malayalam
- Basic: Hindi, Tamil

MY WORK HISTORY

JUNIOR COPYWRITER

Coconut Brand Solutions (Coconut Media Box)| 21 Oct 2019- 1st August 2020

- In charge of all the content created for the clients
- In charge of internal and external clients
- Ideation to scripting
- Managing social platform posts

SENIOR CONTENT CREATOR

Prayaana Films | 1st June 2019- 11th Oct 2019

- In charge of all the content created related to branding
- Actively participate in the scripting process
- Creates content for all the promotional materials
- Create web and social media content for effective communication

CREATIVE STRATEGIST

Tripjodi | 29th Sep 2018- 11th Oct 2019

- Streamlined marketing strategies which improved viewership
- Provide ongoing suggestions for opportunities to create frameworks and copywriting system
- Perform research on current benchmark trends and audience preferences
- In charge of the overall creative production of content by balancing innovation and creativity.

St. Thomas College (Autonomous), Thrissur / Department of Media Studies | 31st May 2017 – 11th Oct 2019

- Promised in teaching, research, extension, and/or other scholarly or creative activity.
- Organized several National film festivals
- Organized several Media Seminars and Workshops
- Performed as Nodal Officer for U.G admission.
- Mentor students on the innovations they would be working on.

MY EDUCATION HISTORY

ASIAN COLLEGE OF TEACHERS, INDIA

360 Hour International Diploma in Teaching & Training with Specialization in TESOL/TEFL, 2019

AMRITA SCHOOL OF ARTS AND SCIENCE, KOCHI

M.F.A in Visual Media (Specialized in Broadcast Journalism and Video production) , 2012

ST. JOSEPH'S COLLEGE, IRINJALAKUDA

B.A in English Literature, 2010

CERTIFICATIONS

CNIIT, IRINJALAKUDA

Computer B.Ed, 2010

CLARE LYNCH/ UDEMY

Writing With Confidence: Writing Beginner to Writing Pro, 2019

ROBERT FOLKER/ UDEMY

Level 1 Intelligence Analyst Certification, 2019

BLACK BRICK/ UDEMY

SEO (Search Engine Optimization) From Zero to Hero, 2019

ERIC SCHWARTZMAN/ UDEMY

Social Media Management, 2019

DARG WALSH/ UDEMY

SEO Tutorial for Beginners, 2019

INDIAN INSTITUTE OF DIGITAL EDUCATION -IIDE/ UDEMY

Digital Copywriting & Content Creation Guide, 2019

NEWS ARTICLE WRITER

HNGN, U.S news portal | 14th Dec 2016 – 30th Dec 2017

- Created international news articles.
- Worked in many news portals under HNGN
- Handled vivid topics

ASSISTANT PROFESSOR

St. Joseph's College (Autonomous), Irinjalakuda / Department of Mass Communication and Journalism | 25th Nov 2014 – 30th Mar 2017

- H.O.D of the department
- Staff editor for the department journal 'The commentator'.
- Coordinated Agro journalism seminar for 'Njattuvela Mahotsavam 2016" (Irinjalakuda)
- Organized 'Kairalisree 2016', a competition to promote Kerala culture on November 1st, 2016.
- Produced and directed a docu-fiction "Ente Akasham" combined with Janamaithri Police,Irinjalakuda, Kerala in 2016.
- Organized two PR Campaigns on violence against women and to promote organic farming.
- Created write-ups and articles about different programmes conducted in the college in various newspapers.
- Worked as a member in the college publicity team.

CREATIVE WRITER

Back Bench Studios, Kochi | 29th Jan 2013– 31st July 2014

- Created episodes for the ongoing projects.
- Handled the scripts for the ongoing projects
- Created pre- production write up and character sketch details.
- Created promotion material contents.Write, edit, and proofread brochures, newsletters, and e-mailers
- Train junior professionals to develop their writing skills.

ASSISTANT PROGRAMME PRODUCER

Big Synergy Media Ltd, Chennai | 1st March 2012– 31st July 2012

- Worked for the programme "Ningalkkum Aakam Kodeeswaran" Season 1 which was aired on Asianet channel.
- Functioned as Call-Out Programme Handler, Mock Trainer, Casting Producer and Floor Manager.
- Carried out the suggestion programme conducted by channel.
- Kept details of contestants (database and documentations) and organized auditions.
- Facilitated bible making on contestant profile

FREELANCE CASTING PRODUCER

Big Synergy Media Ltd, Chennai | 10th Feb 2012– 29th Feb 2012

- Undertook the auditions of the contestants for the T.V show.

INTERN

CNN IBN, Trivandrum | 8th Jan 2012– 8th Feb 2012

- Actively took part in national level TV reporting
- Coordinate with the editorial team on story ideas and research