

SUHAIL

Senior Copywriter

PROFESSIONAL SUMMARY

Talented Senior Copywriter with a proven track record of developing and executing successful campaigns that drive website traffic, engagement, and sales. Skilled in collaborating with designers and marketers to create a cohesive brand voice and messaging strategy that increases brand recognition and customer loyalty. Proficient in conducting A/B testing, optimising copy for SEO, and creating compelling content that generates leads and conversions.

KEY SKILLS

- Copywriting
- Digital Marketing
- Content Management
- Messaging & Positioning
- Product Marketing
- Branding

PROFESSIONAL EXPERIENCE

Senior Copywriter

JANUARY 2024 — PRESENT

International Content Strategy Agency

- Leading UX copywriting and content creation for landing pages, blogs, apps, and Go-to-Market (GTM) strategies.
- Creating and leading marketing campaigns and creative concepts.
- Writing articles, landing pages, and curating social media content following strict client guidelines.
- Overseeing junior copywriters and designers on high-stakes client projects.

- Editing technical documentation to translate complex concepts into accessible, easy-to-understand formats.
- Developing content style guides for various companies to improve consistency and quality across all written materials.

Marketing Copywriter

JULY 2023 — DECEMBER 2023

European Fintech (Embedded Finance) Startup

- Collaborated with marketing and sales teams to improve content marketing and cross-promotional initiatives.
- Wrote compelling copy for website and advertising campaigns to drive customer engagement and traffic.
- Launched a digital marketing campaign that successfully increased lead generation by 50%.
- Analysed marketing data to identify trends and develop insights for data-driven marketing decisions.
- Produced engaging social media content to increase brand awareness.

UX Copywriter

FEBRUARY 2023 — PRESENT

German Digital Product Agency

- Planned and created content, including interface texts for web experiences and products to enhance user navigation.
- Developed and executed strategic content plans for product launches, increasing user engagement levels.
- Conducted extensive user research to identify pain points, resulting in user-centric copy that improved overall satisfaction.
- Collaborated with cross-functional teams (designers, PMs, developers) to ensure cohesive messaging across all touchpoints.

Copywriter

SEPTEMBER 2022 — APRIL 2023

Global Cloud Native Consulting Firm

- Managed the written portion of a major industry-focused publication.
- Created insight-driven, data-led copy for email newsletters, social media, and landing pages.
- Analysed campaign performance to adjust and optimise copy for better ROI.
- Performed quality control and grammar checks for other writers within the organization.

Copywriter and Content Writer

AUGUST 2022 — PRESENT

Content & Marketing Solutions Platform

- Delivered content for global clients in sustainable industrial components, health environment infrastructure, and digital transformation.
- Wrote product page copy for various stages of the marketing funnel to drive conversions.
- Collaborated with graphic designers to develop comprehensive content strategies.
- Managed multiple projects simultaneously under strict deadlines while maintaining high-quality output.

Marketing Copywriter

JANUARY 2020 — SEPTEMBER 2022

Specialized B2B Software Company

- Developed product and brand messaging within a niche software market.
- Crafted homepage messaging and comprehensive website copy.
- Produced effective marketing materials including email newsletters, blog posts, case studies, and press releases.

Creative and Brand Copywriter

NOVEMBER 2020 — JANUARY 2022

Brand & Marketing Consultancy

- Served as primary lead copywriter on major advertising campaigns and product launches.
- Implemented integrated marketing campaigns across branding, print, web, PR, and live events.
- Conducted audience research to develop targeted messaging that drove customer engagement.

Copywriter

JUNE 2016 — JANUARY 2020

E-commerce and Retail Online Platform

- Established and maintained a company-wide style guide to ensure brand uniformity.
- Created compelling product descriptions and marketing copy for emails and social media.
- Developed a library of reusable copy components to streamline content creation workflows.

EDUCATION

MA Religious Studies

University of KwaZulu-Natal, Durban | 2016 — 2017

Bachelor of Social Sciences

University of KwaZulu-Natal, Durban | 2008 — 2011

Graduated with multiple Dean's Commendations.

Majors: Industrial/Organisational Psychology, Historical Studies, Italian

LANGUAGES

English, Turkish, Italian
