

# Athul Domichen

## Copywriter



Montréal, QC

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athuldomichen.com

### EXPERIENCE

#### Senior Copywriter

June 2022 - December 2023

eBay

- From Pokémon to the NFL, craft social copy that resonates with a wide-range of collectibles audience
- Create collaterals for events such as NYCC, Gen Con, The National, and more

#### Marketing Copywriter

October 2020 - April 2022

VEXXHOST Inc., Montreal

- Develop copy for daily blog posts, social campaigns, emailers, and whitepapers
- Create content and manage social media accounts
- Update and proofread web content

#### Copywriter (Freelance)

October 2019 - March 2020

Agency 361, TD Bank

- Develop concepts and copy for diverse media usage
- Craft well-researched content for web
- Create engaging scripts for online videos

#### Copywriter

June 2019 - September 2019

HOLR Magazine, Toronto

- Develop web and social media copy
- Create promotional campaigns
- Craft feature stories on artists and events

#### Direct Response Copywriter

October 2018 – January 2019

Amplifii Corporation, Toronto

- Develop copy for social media ads
- Create campaign frameworks
- Perform research on benchmark trends

#### Senior Copywriter

June 2016 - September 2017

Nutshell Advertising, Hyderabad, India

- Develop creative campaigns and ad copy
- Create web and social media campaigns, content for brochures, newsletters, etc.

### EDUCATION

#### Graduate Certificate in Advertising Copywriting

September 2018 - April 2019

Humber College, Toronto, ON

#### MA in Mass Communication and Journalism

August 2011 – April 2013

The English and Foreign Languages University, Hyderabad, India

#### BA (Hons) in Mass Communication and Journalism

August 2008 – April 2011

The English and Foreign Languages University, Hyderabad, India

### LANGUAGES

- *Fluent*  
English | Malayalam
- *Working Knowledge*  
French | Hindi | Tamil | Telugu

### OTHER EXPERIENCE

#### Copywriter

January 2015 - May 2016

FMC Advertising, Hyderabad, India

- Develop creative campaigns and ad copy
- Create web and social media campaigns, content for brochures, newsletters, etc.

#### Content Writer (Part-time)

January 2018 - April 2018

Equal Mindset, Toronto, ON

- Write blog posts on varied topics
- Proofread web content and articles

#### Copywriter (Intern)

December 2010

M&M Connect Advertising, Bangalore, India

- Develop advertising copy and campaigns
- Help creative team with research