

NALIN BERA

Lead Copywriter & Content Strategist | SEO & Performance Marketing

📍 Jogheshwari West, Mumbai 400102 | 📞 +91 70453 09659 | ✉️ nalin07@outlook.com

PROFESSIONAL SUMMARY

Results-driven CopyLead with 7+ years of experience crafting high-converting copy across digital, e-commerce, TV, and OTT platforms. Adept at managing end-to-end content strategy - from ideation and scripting to SEO optimization (On-Page & Off Page, SEMrush and Ahrefs) and paid ad execution. Proven track record with global brands (**Dettol, Durex, Pfizer, Finish, Strepsils, RedBull, Gaviscon**) and media houses (**Sony Entertainment, Zee**). Skilled in running Google Ads campaigns, optimizing bids, and generating revenue reports. Currently seeking a Sr. Copy Lead or Content Manager role to drive brand storytelling and performance outcomes.

CORE COMPETENCIES

Copywriting & Content: Performance Ad Copy • E-commerce A+ Content • Long-Form Website Content • TV & OTT Scripts • Social Media Copy • Email & SMS Marketing • Taglines & Brand Messaging

SEO & Digital Marketing: SEO Content Writing (On-Page & Off Page) • Keyword Research • Google Ads (Search & Display) • Campaign Setup & Bid Management • Revenue Reporting & Performance Analysis

Tools & Platforms: Google Ads Manager • SEMrush and Ahrefs • Final Draft • Meta Ads • Amazon Seller Central • MS Office • Basic editing & proofreading tools

PROFESSIONAL EXPERIENCE

Lead SEO Copywriter | **Havas Media** | Jan 2023 – Present

- ▶ Lead copy strategy for global FMCG and healthcare brands including **Dettol, Durex, Finish, Gaviscon, Vanish, Strepsils, RedBull and Pfizer** across e-commerce and digital platforms.
- ▶ Write high-converting Google Ad copies (Search, Display, Performance Max) with measurable CTR improvements across multiple international markets.
- ▶ Produce A+ content and product descriptions for Amazon, ensuring SEO optimization (On-Page & Off Page) and brand voice consistency.
- ▶ Create long-form digital website content and awareness campaigns for South Africa, Philippines, and UAE markets.
- ▶ Manage Google Ads campaigns end-to-end — including campaign setup, bid strategy, budget optimization, and weekly revenue/performance reporting.
- ▶ Collaborate with performance marketing teams to align copy with data-driven insights and conversion goals.

Sr. Copywriter | **Ting Labs** | Mar 2021 – Jan 2023

- ▶ Developed scripts, captions, and campaign copy for Sony Entertainment and Zee — driving engagement across social and OTT channels.
- ▶ Contributed to movie marketing campaigns including RamSetu Film — ideating and executing content across platforms.
- ▶ Handled end-to-end campaign planning, copy adaptation, and content editing for broadcast and digital formats.

Copywriter & Script Writer | **72 Dragons Production House (Hong Kong)** | Mar 2019 – Mar 2021

- ▶ Recognized by the CEO for creating the most engaging content within the production team.
- ▶ Wrote scripts on Final Draft for production projects, handling editing and narrative structuring for international audiences.
- ▶ Produced video content scripts, brand videos, and media copy — managing proofreading and editorial quality.

Content Writer (Intern) | **LoanBazaar.com** | Jan 2018 – Feb 2019

- ▶ Wrote SEO-optimized website content (On-page and Off-Page), blog articles, and landing pages — improving organic visibility and user engagement.

- ▶ Created social media copies, captions, and SMS marketing content to drive lead generation campaigns.

KEY ACHIEVEMENTS

- ▶ Published books on Amazon.com through Amazon Book Writing Contests — demonstrating narrative depth and creative range.
- ▶ Received formal recognition from the CEO of 72 Dragons Production House for most engaging content.
- ▶ Successfully managed Google Ads campaigns across global FMCG brands, contributing to measurable ROI improvements.
- ▶ Worked on movie script projects alongside professional screenwriting and screenplay development.

PORTFOLIO HIGHLIGHTS

E-commerce: [Red Bull](#) • [U-Power Amazon](#) • [Fisherman's Friends](#)

Website Content: [Dettol](#) • [Durex](#) • [Finish](#) • [Pfizer](#) • [Loan Bazaar website content](#)

Media & Entertainment: Sony Entertainment ([one](#), [two](#), trailers and eps), [Baghin Serial](#) (Screenplay) Ep 49 to Ep 72

Pocket FM Promos: [Ek Ladki ko dekha toh](#), [Insta Empire](#), [Secret AmeerZaada](#), [Vampire System](#), etc.

Social media scripts and Influencer marketing: Dettol ([one](#), [two](#), [three](#), [four](#), [five](#), [six](#)). Gaviscon ([one](#), [two](#), [three](#), [four](#)), [Pfizer](#).

EDUCATION & CERTIFICATIONS

- ▶ Script Writing — AAFT School, Mumbai
- ▶ Film Making — FX Film School, Mumbai
- ▶ Content & Media Communication — Henry Harvin
- ▶ B.A. in Humanities & Arts — Shridhar University, Delhi