

Unni M. KAKANADAN

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Profile: A Mumbai-born fella with vast experience (short and long forms of copywriting, script writing, conceptualization, ideation, content writing, social media, SEO, SMO, blogging, captions, etc.) after working with colorful clientele and organizations from multiple sectors across the globe. I officially landed on this planet on 5th July 1986. Also am an author of a couple of books with plans to write a few more. I love writing stories, reading books, listening to music, watching flicks, sketching concept art, and collecting selected books. I'm versed in English, Hindi, Marathi, and Malayalam. I have a blog where I scribble or doodle random stuff depending on my thoughts, expressions, and interests!

Aim: A nifty writer looking forward to work & explore more with an impeccable inc. to achieve great heights.

EXPERIENCE

Aug 2024–Jan 2025

Sr. Copywriter, HiveMinds, Bangalore

- Copywriting, proofreading write-ups, and social media for various clients such as MARS, Myntra, CBG, True Balance, Haleon, Zydus, Bixa, etc., including HiveMinds
- Wrote scripts for True Balance, HiveMinds, and CBG
- Worked in the marketplace for a few accounts

Jul 2023–Jan 2024

Sr. Copywriter, CRAB, Kochi

- Copywriting, proofreading write-ups, and social media for various clients such as Celanese, Tafkiir, Bcos Healthcare, Innoart, GLService, Eastern Treads, Cleanfix, etc., including CRAB
- Created magazine content and planned and executed the entire comic conceptualization for Celanese's in-house monthly magazine, Insight
- Worked on a concept and story for a future graphic novel— Hippoy, to be presented by CRAB

Sept 2022–Mar 2023

Sr. Copywriter, Grasshoppers, Delhi

- Copywriting, proofreading write-ups, and social media for various clients such as UNICEF, YuWaah, AISECT, GSU, etc.

- Coordinate with marketing and design teams to create illustrations and marketing content for better reach

Aug 2021–Jan 2022

Sr. Copywriter, StratAgile (Singapore), Kochi

- Creating write-ups and blogs, and proofreading written content for different corporate clients such as Bursa Sustain, Schneider Electric, Independence Brewing Co, Instarem, Wallex Technologies, QB Foods, etc.
- Coordinate with marketing and design teams to illustrate and market content
- Also creating video scripts for a client or two

Jan 2020–Mar 2020 (Company closed due to COVID-19, as they lost most of their projects)

Content Writer, Yebo Master, Mumbai

- Creating write-ups, proofreading, and editing webpages and blogs for different corporate clients such as Sheetal Sapan Mhatre, Mona Shroff Jewellery, Bhojsons Powerhub, Aakash Tradeventures, etc.
- Coordinate with marketing and design teams to illustrate and market content
- Writing extended video descriptions for the client

Mar 2019–Jan 2020

Content Writer (Instructional Designer), GOLS, Mumbai

- Creating storyboards for different corporate clients such as Manappuram, PNB, Abbott, Sudlife Insurance, Kanata Academy, Marico, etc.
- Visualizing animation using text, images, interactivities, and characters for modules
- Writing and editing scripts for videos on the topics suggested by the client
- Building and writing scenarios involving multiple characters, ideating and writing themes, stories, and progress for various eLearning games

Dec 2018–Jan 2019 (1-month internship program)

Content Writer, Writopedia, Mumbai

- Writing and editing blog posts for their clients who were in the Health and Travel Insurance sectors

Jun 2018–Nov 2018

Content Writer, Amazia Fashion, Mumbai

- Writing and editing blogs and emails of G Suite and Google for Super Simple Cloud, a sister company of Amazia Fashion
- Coordinate with marketing and design teams to illustrate and market content
- Writing marketing content for Bridal Robes and Kaftans for Amazia Fashion

Dec 2017–Mar 2018 (3-month contract)

Souvenir Editor, Gateway LitFest, Mumbai

- Managing the editorials of the celebrities coming to the GLF event
- Coordinating and designing graphic work for both online and offline platforms

Feb 2010–Nov 2011 & Mar 2015–Jun 2016¹

VFX Artist/Graphic Designer, Prime Focus/Pixion/Tata Elxsi/TIC, Mumbai & Navi Mumbai

- Creating graphic designs and making the pages/cards/ads for the companies' clients
- Visual effects work from Roto to clean up to Stereo-roto to an intermediate level compositing for films and ads
(*Clash of the Titans (2010)*, *Harry Potter and the Half Blood Prince (3D) (2010)*, *Cats & Dogs: The Revenge of Kitty Galore (2010)*, *Shrek Forever After (2010)*, *Harry Potter and the Deathly Hallows (Part One (2010) & Two (2011))*, *Conan the Barbarian (2011)*, *Transformers: Dark of the Moon (2011)*, *The Smurfs (2011)*, *Priest (2011)*, *Kempe Gowda (2011)*, *Thank You (2011)*, *Teenage Mutant Ninja Turtles: Out of the Shadows (2016)*, *X-Men: Apocalypse (2016)*, *The Great Wall (2016)*, *Tata Photon Speed*, *Birla Sun Life Insurance*, *Kellogg's Chocos*, and more)

FREELANCE PROJECTS

Dec 2025-Present

Comic & Creative Writer, Bharatiya Vidya Bhavan, Mumbai

- Creating comics for their magazine, DimDima

Jul 2024---

Creator (Entire site), p4Pandora, Navi Mumbai

- Creating web page content, as well as ideating and conceptualizing the entire site

Mar 2019, Sept 2019-Feb 2020, Nov 2020-Jan 2021, Mar 2022-Jun 2022, Apr 2023-Jun 2023, Apr 2024-May 2024, Feb 2025-Jul 2025, Oct 2025)

Content Writer, Business Naksha, Navi Mumbai

- Creating write-ups, proofreading, and editing webpages and blogs for different corporate clients for in-house and a few clients (realty & organic business)
- Client Servicing

Oct 2019-Nov 2019

Content Writer (Landing Page), Boutique Travel Portugal, Lisbon

- Creating web page content for the home page and a few other pages

¹Around mid-Nov 2011, I met with a critical accident which took around 3-4 years for a full recovery; during the recovery stage, I did a few courses, got my debut novel published, and later by the end of 2016, I went to Canada for higher studies.

Jan 2021

Instructional Designer, isschool, Navi Mumbai

- Creating storyboards for an in-house & a Gulf client project

Feb 2021

Content Writer, Mantrana Maritime, Navi Mumbai

- Creating write-ups and editing write-ups

Mar 2021-May 2021 & Jun 2021-Oct 2021

Proofreader & sub-editor, Karimi (MELI), Mumbai

- Proofreading and editing the educative documents

Jun 2022 -July 2022

Content Writer, MyFin Point, Kochi

- Researching and editing the documents

Aug 2022-Sept 2022

Content Writer, Tripfinder, Kochi

- Researching and creating write-ups, reviews, and blogs for **Win365**
- Researching and creating blogs and articles on various sessions for **Ohh Now!**

Jul 2023

Content Writer, Ayurveda & Health Tourism, Kochi

- Editing and proofreading the articles for the web

Software used: Adobe Photoshop, Adobe Illustrator, CorelDRAW, Nuke, Fusion, Silhouette, Mocha, Adobe Premiere, Adobe InDesign, Combustion, Adobe After Effects, Microsoft Word, WordPress, Canva, Microsoft Excel, Microsoft PowerPoint, etc.

EDUCATION

Academic

- Graduation in English Language and Literature, Calicut University (2007-2010)
- Class XI from Guru Nanak Khalsa College, Matunga (2003-2004)
- Class X from St. Mary's Multipurpose High School, Vashi (2002)

Certified

- Certification course in Content Writing under TBS: Digital Marketing Institute (2018)
- Creative Writing: The Craft of Plot under Wesleyan University via Coursera (2018)
- Visual Effects for Film & Television under Vancouver Institute of Media Arts (VanArts), Vancouver, Canada (2016-2017)
- D.T.P., Advanced graphics & Web Designing under Anubhav Computer Institute, Mumbai (2014)

- Public Relations & Media Management Program Certificate Course under Prime Corp 99, The Press Club, Mumbai (2013)
- Visual Effects (VFX) and Diploma in Animation Film Making from Zee Institute of Creative Arts (ZICA), Mumbai (2006-2009)

SKILLS (Self-evaluated based on my performance, so far)²

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|--|--------|
| • Strategizing/writing/editing/proofreading | 9.5/10 |
| • Video editing and graphics | 5.5/10 |
| • Conceptualizing & Visualization | 9.5/10 |
| • Content Strategist and Content on any matter | 8.9/10 |
| • SEO/SMO | 8.9/10 |
| • Comic book/session conceptualization | 9.9/10 |

HOBBIES & ACTIVITIES

- Write more stories and plan to publish some of them in the future ahead
- An avid reader, a pannapictagraphist, and a qualified zombie-annihilator
- Also, a foodie who loves to travel and explore, along with varied other interests
- Conceptualized & developed the website, <https://p4pandora.com/>

LinkedIn: <https://www.linkedin.com/in/unni-m-kakanadan-1777bab7/>

Portfolio: <https://www.behance.net/gallery/234031177/Portfolio-25> or

<https://drive.google.com/drive/folders/1jh1I2630h0IfBMoayEoFCKmMMHygoKryK>

ADDITIONAL ACTIVITIES

Sr. No.	Titles (Ready/Published)	Publications (Hard/Softcopy)	Month/Year
1.	Hunters	Partridge	July 2014
2.	Kingdom Come & A Few Other Tales	Notion Press	July 2021
3.	Dance of a Bat	TBD	2026
4.	Changin' Tides	TBD	2027
5.	Hunters: Maelstrom	TBD	2027/28

Date: Jun.06.'26

Current City: Nerul, Mumbai

Signature



²I can learn any on-the-job software if needed, in 30-45 days, and the performance scale is based on amalgamating reviews from myself and my peers.