



# Keegan Silveira

CREATIVE COPYWRITER

## Portfolio

[keegansilveira.com](http://keegansilveira.com)

## Connect with me

### Email

keegan.silveira@gmail.com

### Mobile

+971 557129692

### Email

keegan.silveira@gmail.com

### Social media



## Personal Information

### Marital Status

Married

### Date of Birth

31/01/88

## I'm a copywriter who hates writing ads

Yes, I detest it!

I love telling stories instead of writing ad scripts.

I enjoy composing songs instead of jingles.

I revel in crafting experiences than creating campaigns.

## Work Experience

Crayons Communications      Apr 2019 – Present  
**Copy Head / Senior Copywriter**

Responsible for the creative output of the agency, winning clients, crafting campaigns, and singing the odd jingle.

Kreata Global      Oct 2014 – Apr 2019  
**Senior Copywriter**

Responsible for writing scripts, social content, concept notes, and making popcorn in the office microwave.

Crayons Communications      Feb 2013 – Sept 2014  
**Copywriter/ Community Manager**

Responsible for monthly social content, managing social media pages, and resident DJ.

Interface (now Fulcro)      Nov 2011 – Feb 2013  
**Copywriter**

Responsible for monthly social content, award season campaigns, and making coffee for the creative director.

Taj Hotels      Apr 2010 – Oct 2011  
**Content Writer**

Responsible for writing PR articles, corporate communications, newsletters, and other corporate odds and ends.

## Skills

Building Content Strategies  
Creative Direction  
Storytelling  
Content creation  
Website content  
Blog content  
Activation experiences (offline + online)  
Creative presentations

## Brand Portfolio

Al Rawabi  
Fitbit  
Dubizzle  
Nissan  
Rainbow Milk  
Absolut  
P&G  
Old Spice  
Bayara  
IIFCO  
Canon  
Aeropostale  
Centrepont  
Apparel Group  
Landmark Group  
Barakat  
Brands for less  
Igloo Ice creams  
Bayut.com  
Castrol Oil  
Taj Hotels & Palaces  
Head & Shoulders  
Tata Docomo

## Education History

KC College of Management 2009 - 2010  
**PGD in Copywriting**

St Xavier's College 2004 - 2009  
**BA in Political Science**

## Awards

Nissan Unlock the Code  
**Silver for Best Use of Digital**  
MENA Digital Awards

#myUAETypface  
**Nominated for Best Use of Social Media - Small Budget**  
MENA Digital Awards

Rainbow Milk Karak Tea Art  
**Nominated for Best Use of Video**  
MENA Digital Awards

Centrepont #BetterTogether campaign  
**Gold for Most Admired Marketing Campaign & Most Admired Social Media Campaign of the Year**  
RetailME

P&G Thank you, Mom!  
**Gold for Best Use/Campaign on Social Media**  
**Silver for Best Integrated on Social Media**  
exchange4media Digital Media awards

Tata Docomo Bloodline  
**Gold for Best Social Media Apps**  
**Silver for Best Website/Microsite Social Cause**  
exchange4media Digital Media awards

Virgin Mobile India  
**Silver for Best Website Corporate**  
exchange4media Digital Media awards