



# Keegan Silveira

COPYWRITER

## Portfolio

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

## Connect with me

### Email

keegan.silveira@gmail.com

### Mobile

+971 557129692

### 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

Incubeta June 2022 - Present

### Lead Copywriter (English)

Responsible for managing a team of copywriters, thinking ideas, plotting strategies and winning local-bar karaoke championships.

C2 Communications Aug 2022 - Apr 2023

### Senior Copywriter

Responsible for crafting 360-degree campaigns, branding, pitches, and exploring WEB3 space in my astronaut avatar.

Crayons Communications Apr 2019 - July 2022

### 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.

## Skills

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

## Brand Portfolio

Maserati  
Škoda  
MG Motors  
EPPCO Lubricants  
ENOC  
ZOOM stores  
AlUla Tourism  
Nando's UAE  
Anchor Milk and Cheese  
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

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.

## Education History

KC College of Management 2009 – 2010

### Diploma in Copywriting and Advertising Studies

St Xavier's College 2004 – 2009

### BA in Political Science

## Awards

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

#myUAETypeface  
**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