

# SARAH FERNANDES

COPYWRITER



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[Portfolio](#)

## PROFILE SUMMARY

My brain's constantly thinking of ideas. So if you see me staring at a wall or a blank screen), with my earphones in, I'm having the time of my life and my brain, a party. I've written for clients across a range of verticals: Fashion, BFSI, Lifestyle, Entertainment, Sustainability, Real Estate, Ed-Tech, IT, and Food to name a few. While doing so, I've demonstrated excellent communication skills, proactiveness, and a high ability to multitask as a content writer and copywriter by leading digital marketing campaigns from concept to execution.

## WORK EXPERIENCE

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| <b>Content Marketing Consultant</b><br><b>One Source, Mumbai</b> <ul style="list-style-type: none"><li>Led content and campaigns across social media platforms for personal and commercial brands.</li><li>Executed monthly content calendars and reports.</li><li>Provided social media solutions to 5+ brands enhance clients' digital presence.</li><li>Monitored online presence and engaged with users, strengthening customer relationships.</li></ul>   | 2022-2023 |
| <b>Senior Executive - Content Writing</b><br><b>The Small Big Idea, Mumbai</b> <ul style="list-style-type: none"><li>Supervised content and campaigns across social media platforms for national and international brands.</li><li>Co-developed strategies for business pitches.</li><li>Managed Google Ads Copy for various brands.</li></ul>   | 2021-2022 |
| <b>Content Writer</b><br><b>SocioSquares Digitech, Mumbai</b> <ul style="list-style-type: none"><li>Created and managed content &amp; copy for diverse brands across various platforms.</li><li>Wrote social media and microsite copy for an award-winning campaign.</li></ul>   | 2019-2021 |
| <b>Assistant Marketing Manager</b><br><b>Frooters Innovations Private Ltd.</b> <ul style="list-style-type: none"><li>Methodically devised and implemented monthly content calendars.</li><li>Executed end-to-end influencer campaigns.</li></ul>   | 2019-2019 |
| <b>Customer Service Representative</b><br><b>Master Network, Mumbai</b> <ul style="list-style-type: none"><li>Handled customer inquiries and resolving technical issues related to internet and cable services.</li><li>Provided information on service plans, pricing, and promotions to potential customers.</li><li>Assisted customers with billing inquiries and account management.</li><li>Maintained a high level of customer satisfaction through effective communication and problem-solving.</li></ul> | 2017-2019 |
| <b>Copywriter Intern</b><br><b>Fruitbowl Digital</b> <ul style="list-style-type: none"><li>Worked on a brand called Colorize and created a social media presence for it.</li><li>Worked on company blogs.</li></ul>  | 2015-2016 |