





Ahaana Khosla

Fashion & Lifestyle Journalist |
Trend Forecaster | Copywriter
| Cultural Strategist

📍 Dubai - United Arab Emirates

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Links

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Languages

English (Native)

Hindi (Fluent)

French (Basic)

About

A freelance creative copywriter & fashion / lifestyle journalist with over 8 years of experience, I co-founded The Foresight Forum because I identified a dearth of intelligent copy that could help fashion & lifestyle businesses survive and thrive in an incredibly competitive climate.

Apart from helping businesses better understand their customers, I also consult with fashion brands to help them craft their unique stories. This includes but is not limited to, naming the brand, articulating the tone of voice as well as writing key messaging and branded tag lines that bring the brand to life. In addition to other freelance copywriting including website copy, blog posts, newsletters, social copy, press releases and internal corporate communication.

I have a natural flair for writing and my forté lies in creating engaging SEO friendly copy that improves website traffic and visibility. I take pride in writing in a conversational, up-beat style that instantly engages with the reader yet communicates the message clearly and cohesively across all platforms. In my spare time, I enjoy writing news articles, interview based features, trend driven features, catwalk reports, 'how to's' and shopping guides.

BRANDS WORKED WITH

A Box Of Stories

Adore Me

Atlancer.com

British Vogue

Foresight Forum

Harper's Bazaar

Harpers Bazaar India

Shift London

StyleCracker

Sunday Times Style

Vogue India

Experience



● Trend Forecaster | Cultural Strategist

Foresight Forum | Oct 2020 - Now

The Foresight Forum is a trend forecasting, consumer insights, strategic consultancy. We provide trend reports and consulting services to help brands strategise and prepare for the future.



● Fashion Features Writer

Vogue India | Sep 2021 - Mar 2022

Was responsible for all research, editing and writing of the features for the Vogue Closet section of the digital website. SEO optimised and keeping in line with current trends, these stories improved traffic to the website and increased website readership significantly.



● Freelance Content Writer

Adore Me | Jun 2020 - Dec 2020

- Founding team member for the Adore Me Embrace Me Content Program.
- Overseeing and writing news, analytical and business features.
- Idea generation and writing for conversational and corporate blog content.



● Content Sales & Brand Partnerships Lead

A Box Of Stories | Mar 2020 - Jun 2020

Copy for newsletters, website, micro-sites & social media. Managing all social media accounts- Instagram, Facebook & Twitter. Organically grew Instagram follower base from 1200 to 4500 in less than 2 months. Launched and grew closed facebook group from 250 members to 1500 organically in less than 2 months. Managed and executed several influencer collaborations. Helped launch and grow the ABOS referral program. Helped bring down churn rate from 16 to 10 in 1 month. Content Sales & Brand Partnerships Lead



● **StyleCracker** | Aug 2019 - Feb 2020

Conceptualised and managed the 'StyleCracker Content Program' to channel new streams of revenue by leveraging SC's digital platforms. Pitched and closed deals with brands to help raise awareness, increase engagement and boost sales for partnered brands. Creatively directed shoots for all social media content



● **Marketing & PR Consultant**

Atlancer.com | Feb 2019 - Aug 2019

Built the brand story, created the press kit from scratch and led outward PR strategies that resulted in a media footprint of over 27 publications with no spend. Managed and conceptualised the @ blog to improve SEO and increase the quality and quantity of website traffic by increasing visibility. Wrote and managed the @ newsletter to keep clients in the loop on company policies, culture and milestones to increase brand awareness.



● **Features Editor**

Shift London | Nov 2016 - Jul 2017

Was responsible for overseeing the content and quality of all features. Conducted weekly meetings with in-house writers, freelancers and designers to plan the features section of the magazine. Was in charge of rewriting, editing, proofreading and subbing copy. Represented the magazine at press events, shows and conferences.



● **Editorial Intern**

British Vogue | Jul 2016 - Aug 2016

Conducted primary as well as secondary research for features. Assisted on the Vogue Shops shoot. Was responsible for liaising with PR's and managing call ins and returns. Helped analyse and identify key trends to create pegs for new stories. Completed administrative duties ie: answering phone calls, transcribing interviews, organising and creating show schedules, managing samples, arranging meetings and keeping record of all correspondence between the editors and the EIC.



● **Editorial Intern**

Harper's Bazaar | Feb 2016 - Mar 2016

Pitched and wrote original stories for Bazaar U.K online. Liaised with PR's to request and return samples. Updated and created trend boards. Carried out research for online galleries.

● **Features Intern**

Sunday Times Style | Jan 2016 - Feb 2016

Research for features. Transcribed interviews for the Fashion Director. Created questionnaires and drafted interview questions. Analysed existing news stories and created pegs for new ones.

● **Fashion Intern**

Sunday Times Style | Nov 2015 - Dec 2015

Research for shoots. Created mood boards and reference shots for shoots. Managed call ins and returns. Helped style looks for 2 shoots.

● **Features Intern**

Harpers Bazaar India | Aug 2015 - Oct 2015

Assisted the fashion features director on all his pieces for the September Issue and even got a byline in the magazine. Brainstormed and pitched a content strategy to take Bazaar India online. Contributed to the food and travel section of the magazine.