



Divya Vijay

Marketing Copywriter

Singapore

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Languages

Tamil (Fluent)

English (Native)

About

A self-motivated individual seeking to achieve personal best in the world of media and communications. Always ready to accept creative opportunities and hopes to utilize skills to meet organizational goals. Works well under pressure, with heart, and will not shy away from challenging roles.

BRANDS WORKED WITH

- Half-X Pte Ltd
- Halza
- Ibis Singapore On Bencoolen
- Mandarin Oriental
- Sonata Dancewear

Experience



● Marketing Copywriter at

Halza | Jan 2021 - Now

- Developed and refined the voice of Halza
- Responsible for the completion of copy in a timely manner
- Crafting copy for social media
- Crafting copy for all branding collateral, both digital and print
- Working closely with graphic designers to ensure copy tone and style are consistent with visual tone and style
- Working with UX/UI designers to plan and execute development of product concepts
- UX writing: Crafting copy for a range of optimizations and new features on the Halza app. Simplify large text into short and meaningful copy for users
- Copywriting ad creatives for Google Ads
- Apple search ads: Research and execution
- In-charge of website: Create, proofread and post web copy. Ensure web content is always up to date. Worked closely with website developers
- Handling all enquiries related to website and social media
- Writing articles for website
- Writing official press releases for distribution
- Creating email campaigns
- Crafting off-line marketing copy
- Brainstorm, develop and execute creative campaigns
- Contacting media buying and planning agencies on behalf of the marketing lead
- Reaching out to journalists
- Polish and edit copy across various platforms
- Other duties as assigned

● Marketing and Design Coordinator at

Ibis Singapore On Bencoolen | Jan 2018 - Jan 2020

- Collateral design - print and digital display for all departments in hotel
- Writing official hotel press releases for distribution
- Writing press releases for Accor Hotels upon General Manager's personal request
- Crafting design and written work for Accor Hotels' CSR initiatives: Purple Parade 2019, Accor from the Heart with Community Chest 2019 launch, Accor Planet 21 Day Event with WWF
- Creation of all eDMs distributed to database
- Assisting the Sales department in special events and site inspections
- Creation of materials such as brochures and sales kits for the Sales department
- Main touch point for media partnerships. Lead the following key projects: Singapore International Film Festival 2018 and 2019, ibis x Music Matters 2019
- Sourcing and liaising with local influencers. Planning, hosting and assisting all media tastings
- Managing and creating content for hotel to feed Accor's marketing initiatives, third party sites and online listings
- Content creation for all social media channels
- Handling of guest enquiries and feedback on all social media channels as well as guest reviews on all travel review websites such as TripAdvisor,

Booking.com, Agoda, Expedia, TrustYou Survey and more
Design and production of all hotel corporate gifts
Photography, videography, graphic design and other creative work.
Overseeing hotel's Dinner & Dance. Committee lead 2018 and 2019
Assisting with presentations and meetings, including preparation of materials
Assisting with manual labour: Hotel decorations (Christmas, Chinese New Year, media events etc.)
Administrative and other ad-hoc duties



● Social Media Coordinator at

Mandarin Oriental | Jan 2016 - Jan 2018

Key person in supporting Mandarin Oriental Hotel Group's digital marketing initiatives

Studying and reporting industry trends and reviewing e-Commerce updates

Content creation for all social media channels

Handling of guest enquiries and feedback on all social media channels as well as travel review websites such as TripAdvisor, Booking.com, Agoda, Expedia, TrustYou Survey and more

Reviewing and reporting hotel's growth and guest sentiments among luxury hotels in Singapore on online travel review websites

Managing of content for the Mandarin Oriental, Singapore website

Managing and feeding content to third party sites and online listings: Chope, HungryGoWhere, Quandoo, etc.

Analysing online reach, including all web generated bookings and reporting data during weekly meetings with relevant departments

Creation of hotel eDMs distributed to both local and global guest database

Photography, videography, graphic design and other creative work

Handling all colleague enquiries related to website and social media

Arranging bookings for visiting journalists

Preparing and distributing media profiles for international media visits

Coordinating press enquiries, photoshoots, events and interviews

Assisting presentations and meetings, including preparation of materials

Administrative duties



● Social Media Executive

Sonata Dancewear | Jan 2015 - Jan 2016

Content creation for all social media accounts

Management of eCommerce platforms

Editing and proofreading material

Creation of eDMs for customer database

Copywriting for product packaging

Designing product packaging and all other collateral

Liaising with clients

Event planning for seminars and outdoors events (promotional booths)

Assist with photoshoots

Photo editing

Assist sales and finance department

Administrative and ad-hoc duties

● Assistant Copywriter at

Half-X Pte Ltd | Jan 2011 - Jan 2012

Content creation for advertisements, company profiles, newsletters, books/magazines, projects/events, products, blurbs, scripts, dialogue etc.

Projects: People's Association (PA) monthly newsletter, Singapore, Babyboss Magazine, Hong Kong, Supreme Court Exhibition write-up 2012, Singapore. Toyota and Lexus Calendar 2012, Singapore

Editing and proofreading of documents before publishing is due

Liaising with various clients on a daily basis

Cold calling

Preparing invoices

Idea pitching to clients

Administrative and other ad-hoc duties Continued to do freelance writing for the company before withdrawing completely.

