RIA MONIE

SENIOR COPYWRITER

COPY SUPERVISOR & GROUP HEAD TRACK

Gurgaon, Haryana, India | ria@monie.in
Open to hybrid, remote and relocation opportunities

PROFILE

Creative copywriter with 7+ years of experience in integrated campaign development, social-first ideas, films and brand voice. Builds a clear human truth into a simple, flexible creative thought, then carries it across touchpoints with cultural specificity, wit and clarity.

CREATIVE CAPABILITIES

Integrated Campaign Development · Campaign Ideation · Copywriting · Brand Voice & Messaging · Social Strategy · Social-First Content · Film Concepts & Scriptwriting · Influencer & Creator Briefs · OOH & Activation Copy · Website & Landing Page Copy · CRM & Launch Communication · Creative Production Collaboration

EXPERIENCE

VML

November 2021 – Present

Senior Copywriter

BRAND EXPERIENCE IndiGo · Dell · The Coca-Cola Company Portfolio · Centrum · Pearson PTE · Love Depot Reckitt · Ford · Absolut

- Led integrated copy development for national work across IndiGo, Dell and The Coca-Cola Company portfolio, spanning digital, social, film, CRM and retail communication.
- Shaped behaviour-led campaign platforms that carried a single idea across social, creator partnerships, OOH, activations and digital ecosystems.
- Developed distinctive brand voices, content pillars and social programmes for Love Depot, Centrum, Fanta and Schweppes.
- Wrote campaign concepts, film scripts, social-first films, reels, landing pages, product messaging, emailers and launch communication.
- Partnered with strategy, design and production teams, including global VML stakeholders, from brief through final execution.

EARLIER EXPERIENCE

EIGHTY TWENTY DIGITAL
February 2021 – November 2021

Senior Copywriter

- Developed digital and long-form content for pharmaceutical brands across social platforms, websites, blogs and brochures.
- Wrote scripts for digital films and content formats, translating brand needs into clear audience-facing communication.
- Shaped platform-specific content that aligned creative work with campaign objectives and day-to-day brand priorities.

QED COMMUNICATIONS
September 2018 – December 2020

Copywriter

- Conceptualised creative work across TVC, digital, social and on-ground activations for Dettol, Philips Avent and Moov.
- Wrote campaign concepts and scripts for advertising films, corporate films and event films.
- Partnered with directors, production teams, editors and voice-over talent throughout scripting, shoots and post-production.

EDUCATION

BBA, Film and Television

FLAME University | 2014 – 2018

INTERESTS

Crochet · Baking · Film Studies · Casual Gaming · Swimming