

# NEHAD ZEIN

COPYWRITER

[www.nehadzein.com](http://www.nehadzein.com)

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[writer@nehadzein.com](mailto:writer@nehadzein.com)

## EDUCATION —

(2017 – 2020) Bachelor of Arts in Media & Communication, Manipal Academy of Higher Education, Manipal, Karnataka, India

(2015 – 2017) International Indian School, Riyadh, Saudi Arabia

(2003 – 2015) New Middle East International School, Riyadh, Saudi Arabia

## KEY SKILLS —

Copywriting  
Marketing  
Branding  
Wordpress  
Editing  
Storytelling  
Project Management  
Digital Marketing  
Social Media  
SEO optimization  
Planning  
Market Research  
Basic HTML/CSS  
Basic - Adobe suite

## EXPERIENCE

*February 2020 – Present*

**Editor & Writer • Exalted Poise • [www.exaltedpoise.com](http://www.exaltedpoise.com)**

- Ideation and execution of high-quality articles.
- Designed a distinct & attractive aesthetic that is strictly adhered to in every blog post & website update.
- Effectively incorporating social media & outbound links in posts.

*June 2018 – Present*

**Luxury Copywriter • Freelance**

- Crafting stellar copy for luxury brands.
- Providing marketing consultancy to luxury brands & individuals.

*July 2019 – April 2020*

**Chief Content Curator • The Global Luxury Group • Freelance**

- Overhauled copy and design of several brand websites.
- Undertook creation of 2 brand websites from scratch.
- Oversaw content and design of several social media handles.
- Crafted holistic B2B & B2C communication campaigns.

*May 2019 – July 2019*

**Internship • 20:20 MSL**

- Attended several client events to provide PR support.
- Wrote event summaries and press releases for media outlets.
- Coordinated with journalists to ensure smooth media coverage.
- Undertook market research to create pitches for new business.

*June 2018 – July 2018*

**Internship • VIR India**

- Crafted extensive e-mail marketing campaigns.
- Revamped website and social media content.
- Researched and reached out to prospects & generated leads.

*May 2018 – June 2018*

**Content Writer • Holidayfy**

- Wrote several blog posts plus multiple landing pages.
- Contributed to the overall content strategy.

*March 2018 – June 2018*

**Content Writer • Adsyndicate • Freelance**

- Wrote several blog posts and revamped the brand website.

*November 2017 – December 2017*

**Internship • The Hindu • Contributor – Metro Plus**

- Attended press conferences and wrote reports.
- Contributed 2 features to the cultural supplement Metro Plus.

## REFERENCES —

Dr. Padmakumar K  
Associate Professor & HOD –  
Corporate Communication  
Manipal Institute of  
Communication  
Manipal Academy of Higher  
Education  
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Further available upon  
request.

## CERTIFICATIONS

Management of Fashion and Luxury Companies  
[Università Bocconi](#)  
Coursera – December 2019

Introduction to Search Engine Optimization  
[UC Davis](#)  
Coursera – June 25, 2019

## PORTFOLIO

Oversaw creation from scratch – <http://www.madcocktail.com/>  
Revamped brand website – <https://thegloballuxurygroup.com/>  
Contributor – <https://www.candybar.co/blog/fine-dining-experience/>  
Contributor – <https://destinationdeluxe.com/author/nehad-zein/>  
Features – <https://www.thehindu.com/profile/author/Nehad-Zein/>  
Contributor – <https://www.holidify.com/pages/author/nehad.zein.html>  
Full Portfolio – <https://www.nehadzein.com/portfolio>