



PRANAV RAO

Copywriter

concept development, headline writing, brand voice

Kochi, India | pranav.rao@example.com | ROLE 13-05

FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

Copywriter with an illustrative 12-year career in brand strategy, public communication and audience insight. Combines concept development, headline writing, brand voice with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment.

Selected work includes service proposition rewrite, campaign concept suite and voice and tone guide. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims.

Prepared for experienced copywriter opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes Postgraduate diploma in Advertising. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established.

AT A GLANCE

12 years

ILLUSTRATIVE CAREER

4

CAREER APPOINTMENTS

3

WORK EXAMPLES

2

EDUCATION RECORDS

CORE COMPETENCIES

concept development / headline writing

brand voice / landing-page copy

scriptwriting / editing

creative briefing / message testing

PROFESSIONAL MISSION

Turn a clear brief into dependable brand strategy, public communication and audience insight work: understand the context, apply concept development and headline writing, record the evidence and explain the limitations before handover.

Career family: Branding, PR & Communications | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Copywriter

Meridian Brand Communications (fictional)

Jul 2023 - Present | Kochi, India

Independent ownership of scoped copywriter work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples.

- Developed audience-led messaging and clear calls to action.
- Wrote adaptable concepts and channel-specific executions.
- Led brief clarification and prioritised work using concept development, headline writing and brand voice. Raised unresolved constraints before committing to the next stage.
- Coordinated peer reviews and handover preparation; used a audience and message brief to distinguish completed work, assumptions and follow-up needs.
- Supported colleagues with practical examples of landing-page copy and maintained a concise learning record after important assignments.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Copywriter

Northline Brand Communications (fictional)

Jul 2019 - Jun 2023 | Kochi, India

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in brand voice and landing-page copy.

- Created practical examples and review principles.
- Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner.
- Applied scriptwriting and editing to resolve delivery questions while maintaining source and decision notes.
- Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope.
- Prepared a research or campaign learning report so the next team could understand the work and remaining questions.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

PROFESSIONAL WORKING PRINCIPLES

- Define the audience, evidence and approval owner for every external message.
- Distinguish organisational claims from independently supported facts.
- Coordinate tone, response timing and stakeholder review without manufacturing endorsements.

PROFESSIONAL EXPERIENCE / EARLIER

Copywriter

Cedarbridge Brand Communications (fictional)

Jul 2016 - Jun 2019 | Kochi, India

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions.

- Handled recurring work involving concept development and headline writing using a documented preparation and review process.
- Supported campaign concept suite by organising inputs, maintaining issue notes and incorporating reviewer feedback.
- Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps.
- Improved record consistency through creative briefing and documented handover expectations.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Copywriter

Cedarbridge Brand Communications (fictional)

Jul 2014 - Jun 2016 | Kochi, India

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues.

- Assisted with concept development and brand voice within an agreed scope and escalated unfamiliar work.
- Prepared inputs and checked completeness before passing work to the responsible reviewer.
- Maintained task records and learned to communicate assumptions, constraints and observed problems clearly.
- Applied review feedback to subsequent assignments and developed a dependable working routine.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

SELECTED CONTRIBUTIONS

Service proposition rewrite. Developed audience-led messaging and clear calls to action. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Campaign concept suite. Wrote adaptable concepts and channel-specific executions. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Voice and tone guide. Created practical examples and review principles. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

SELECTED WORK / 01

Service proposition rewrite

P1 | Jan 2024 - Jun 2024 | FICTIONAL WORK EXAMPLE

Context. Fictional internal work programme in brand strategy, public communication and audience insight; not a real client case study.

Problem. Pages described features without explaining relevance.

Objective. Create a workable response to this issue through concept development, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Contribution and ownership. Copywriter; owned the stated workstream, not the full organisation or every collaborator contribution.

- Developed audience-led messaging and clear calls to action.
- Prepared the scope with the commissioning team, identified unresolved inputs and used concept development to turn the brief into a sequenced work package.
- Applied headline writing and brand voice while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. concept development / headline writing / brand voice / landing-page copy

Deliverables. Service proposition rewrite - scoped brief; Service proposition rewrite - reviewed working package; Service proposition rewrite - handover and learning summary

Review. Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a audience and message brief and a named human reviewer.

Illustrative outcome: the team adopted a repeatable approach for service proposition rewrite, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): audience and message brief; approved communication package; research or campaign learning report.

SPECIALIST PRACTICE

Public claims and permissions

The sample focuses on concept development, headline writing, brand voice. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on concept development and landing-page copy for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of campaign concept suite, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

No real press placement, award, customer endorsement or research result is implied by the sample.

SELECTED WORK / 02 AND 03

Campaign concept suite

P2 | Jan 2025 - Jun 2025 | Meridian Brand Communications (fictional)

Problem. Creative ideas lacked a consistent central message.

Objective. Create a workable response to this issue through headline writing, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Copywriter; owned the stated workstream, not the full organisation or every collaborator contribution.

- Wrote adaptable concepts and channel-specific executions.
- Prepared the scope with the commissioning team, identified unresolved inputs and used brand voice to turn the brief into a sequenced work package.
- Applied landing-page copy and scriptwriting while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. headline writing / brand voice / landing-page copy / scriptwriting

Delivered. Campaign concept suite - scoped brief; Campaign concept suite - reviewed working package; Campaign concept suite - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for campaign concept suite, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): audience and message brief; approved communication package; research or campaign learning report.

Voice and tone guide

P3 | Jan 2020 - Jun 2020 | Northline Brand Communications (fictional)

Problem. Different writers produced inconsistent brand expression.

Objective. Create a workable response to this issue through brand voice, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Copywriter; owned the stated workstream, not the full organisation or every collaborator contribution.

- Created practical examples and review principles.
- Prepared the scope with the commissioning team, identified unresolved inputs and used scriptwriting to turn the brief into a sequenced work package.
- Applied editing and creative briefing while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. brand voice / landing-page copy / scriptwriting / editing

Delivered. Voice and tone guide - scoped brief; Voice and tone guide - reviewed working package; Voice and tone guide - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for voice and tone guide, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): audience and message brief; approved communication package; research or campaign learning report.

EDUCATION AND SPECIALIST LEARNING

Postgraduate diploma in Advertising

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2013 - May 2014 | completed - fictional record
Focus: concept development, headline writing, landing-page copy. Specialist study on service proposition rewrite; an illustrative learning project, not a published result.

Bachelor's in English

Cedarhaven College of Applied Studies (fictional institution)
Jul 2010 - May 2013 | completed - fictional record
Focus: brand voice, scriptwriting, editing. Applied coursework in concept development, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Message architecture studio (2023). Concept development and landing-page copy in the context of copywriter work. Used reflective exercises and a bounded practice example related to service proposition rewrite.
Stakeholder communication workshop (2024). Headline writing and scriptwriting in the context of copywriter work. Used reflective exercises and a bounded practice example related to campaign concept suite.
Research interpretation practicum (2025). Brand voice and editing in the context of copywriter work. Used reflective exercises and a bounded practice example related to voice and tone guide.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.
Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

No real press placement, award, customer endorsement or research result is implied by the sample.
Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.
No real referee, endorsement, award, publication, membership or licence is supplied.

Use for templates, product demonstrations and test data only. Replace fictional claims and remove the demo label only after approval of real candidate information.
Contact placeholder: pranav.rao@example.com. No phone, live profile URL or verified reference is supplied.
Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.