

محمد بشير

Mohammed Basheer

Scan for
portfolio



Senior Copywriter | Strategist | ACD

Personal Profile

A Copywriter, Strategist, and ACD with 8+ years of work history, including agency experience. Possesses a deep-rooted understanding of the English language and its nuances, with the ability to collaborate effectively with graphic designers and developers to produce well-thought-out, design-approved copy.

Accomplishments

- *Strategic content creator*
- *Skilled in brand storytelling*
- *Adaptable to diverse brand voices*
- *Proven campaign optimizer*
- *Experienced in cross-channel writing*
- *Strong team collaborator*
- *Results-driven pitch writer*
- *Versatile across print and digital*

Personal Information

Portfolio: <https://www.blackcopy.in/>
Total Experience: 8+ years
Mobile: +91 7994645894
basheermohammedn93@gmail.com
Nationality: Indian
Address: Malappuram, Kerala, India

Work Experience

SENIOR COPYWRITER & ACD

OktoBuzz Digital Solutions Pvt Ltd | Mumbai, India | May 2023 to Oct 2024

- *Developing short & long-form copy for multiple clients*
- *Taking end-to-end ownership of creative projects at different scales*
- *Brainstorming & ideation to full execution and delivery*
- *Delivered last-minute unplanned copy needs and client pitches*
- *Proofread, edit, and optimise messages for a unified experience*
- *Global & multi-market expertise*
- *Capable to connect with multiple audience profiles*
- *A passion for creativity and strategy*

HEAD OF CONTENT STRATEGY

LoudChilli Media Pvt Ltd | Calicut, India | Nov 2021 to Dec 2022

- *Crafted impactful social media content strategy for a diverse portfolio of brands like Empire, Chaidays, Galaxy Builders, Karama, The Little gym, Ideal.*
- *Planned and executed 15+ District level hoardings and website as part of a rebranding campaign for Galaxy.*

CREATIVE PARTNER - COPY

Forest Creative Communications Pvt Ltd | Bangalore, India | Jul 2020 - Oct 2021

- *Produced compelling copy for major brands, adapting tone to brands like Narayana Health, India1, Inviot AV and their needs across print, digital, and social media.*
- *Wall installation messaging for Google, Myntra, Ikea and Siemens corporate offices in Bangalore, India.*
- *Authored comprehensive documentation for Microsoft's CSR project in India, featured in The Hindu.*

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Work Experience

MARCOM

Grand Hyper Mart | Saudi Arabia | Mar 2019 - Apr 2020

- Developed and executed marketing communications strategies, enhancing brand visibility across digital and in-store channels.
- Created targeted campaigns that increased customer footfall and boosted seasonal sales through high-impact promotions.
- Collaborated with cross-functional teams to produce compelling content for social media, print ads, and in-store displays.

COPYWRITER

3G Institute of Research and Policy Studies | Chennai, India | May 2015 - Jan 2019

- Produced impactful copy for educational and policy-related publications, enhancing engagement with research materials and reports.
- Developed compelling narratives for research insights, social media, and website content.
- Collaborated with researchers and policymakers to translate complex information into clear, accessible messaging.

Academic Background

UNIVERSITY OF CALICUT - INDIA

**Bachelor of Business Administration
(B.B.A.)**

- 2011 - 2014
- Percentage: 56.5%
- CGPA: 2.26 (C+)

CBSE - CENTRAL BOARD OF SECONDARY EDUCATION - INDIA

CLASS 10+2

- CLASS X: 69.4%
- CLASS XII (Commerce): 71%

Brands & Clients

[Ikea](#) | [Milkymist](#) | [Narayana Health](#) | [Ideal](#) | [Empire](#) | [Inviot](#) | [Prime Meridian](#) | [Myntra](#) | [Vedantu](#) | [India1](#) | [Siemens](#) | [Microsoft](#) | [Galaxy Builders](#) | [Google](#) | [JLL Homes](#) | [Karama](#) | [chaidays](#) | [Easybites](#) | [The Little Gym](#) | [Ascent](#) | [Citi TTS](#) | [Mira Fashion](#) | [Godrej Locks](#)