

Luvkumar Khemlani (Kapil)

Copywriter, Communication Strategist

www.kapilkhemlani.com

CONTACT

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EDUCATION

Master of Science in
Mass Communication - Global
Strategic Communication

Florida International University, Miami
(FL), Jan 2019 - Sept 2020

Copywriting

Miami Ad School, Miami (FL)
Jan 2019 - Sept 2020

Bachelors of Arts in
Creative Media Design

Stamford International University,
Bangkok (TH) Feb 2016 - Dec 2018

LANGUAGES

ENGLISH

HINDI

THAI

SKILLS

Short & Long-form Writing

Creative Writing

Web Content/SEO

Branding

User Experience

Deck Building

Brief Building

Environmental/Wayfinding Design

Adobe (Photoshop, Illustrator,
Premiere)

Microsoft Office

Public Speaking

OBJECTIVE

Strategic copywriter with a strong intention to strengthen consumer loyalty through conceptual campaigns, with an ultimate goal of improving user experiences for customers using key insights and strategies.

EXPERIENCE

- Copywriter | Heyday Marketing, Oct 2020 - Present (Miami, FL)

- Created new branding and brand voices for Defender-N, KAE Sushi
- Write campaign copy (billboards, flyers, banners) for South-Dade Toyota, South-Dade Kia, Maia Fine Dining Restaurant
- Contribute consumer research and new campaign ideas for current and prospective clients
- Write and publish weekly blog content on marketing guides for company blog
- Contribute research and concepts for social media campaigns and content (Ocean Bank, TULUM, Dr. Limon, KAE Sushi, Yumbrella)
- Proofread and edit all English advertising, campaign, and blog copy
- Generate e-mail marketing copy for Heyday and clients
- Create concepts and write copy for social media accounts for Maia Fine Dining Restaurant, Yumbrella, Davie Ranch

- Graduate Research Assistant | FIU, Feb 2020 - Jun 2020 (Miami, FL)

- Directly assisted Dr. Sigal Segev for on-going research paper titled 'Viral Advertising through the Lens of Elaboration Likelihood Model'
- Conducted consumer research on the impact on target audiences of viral advertisements, persuasion theory, and changes in consumer attitude
- Modeled concepting journey of viral advertisements through reverse concepting ideologies
- Performed data search and queries

Creative Team Intern | Ogilvy Thailand, Nov 2017 - Jan 2018 (Bangkok, TH)

- Worked directly with Soho Square Creative Team
- Contributed TV commercial concepts and scripts for TMB Bank
- Wrote English copy and designed key visuals for Hi-Q UHT (No.1 milk brand for children in Thailand)
- Created billboards, banners for Bangkok Smile Dental

- Tutor | Freelance, 2012-2018 (Bangkok, TH)

- English, Information and Communication Technology, Adobe Creative Suite

- Graphic and Communication Designer | Freelance, 2012-2018 (Bangkok, TH)

- Designed branding for New Bell International, Incepere Solutions, DC Products, Sai Meher Beauty Salon
- Developed, designed, and wrote environmental signage copy for events
- Designed and wrote promotional content, banners, posters, flyers for restaurants, event planners, and other small businesses

AWARDS & ACHIEVEMENTS

Gold (x2), Muse Creative Awards; **Centauri (x2)**, Vega Digital Awards; **Silver**, Graphis Advertising Annual; **Bronze**, Summit International Awards; **Shortlist**, New York Festivals; **Commended**, Creative Conscience; **Honorable mention (x2)**, Graphis New Talent Annual