

NIKITA G.COUTINHO

CREATIVE WRITER - COPYWRITER - CONTENT STRATEGIST

CONTACT

437 986 0456

nikitacoutinho19@gmail.com

EDUCATION

POST-GRADUATION EDUCATION, 2024 - 2025

Content Strategy

Humber College, Toronto

POST-GRADUATION EDUCATION, 2023 - 2024

Professional Writing & Communications

Humber College, Toronto

POST-GRADUATION EDUCATION, 2018 - 2019

Advertising and Marketing

St. Xavier Institute of Communication,
Mumbai, India

UNDER-GRADUATION EDUCATION, 2015 - 2018

Journalism & Mass Communications

Nitte Institute of communication,
Mangalore, India

REFERENCES

Marylena Stea

Manager, Internal Communications,
Hydro One

647-531-7388

maryelena.stea@hydroone.com

Cathy Kurzbock

Manager, Employee Communications,
Canadian Tire Corporation

647-354-0978

cathy.kurzbock@cantire.com

Julia Dow

Social Media Specialist
IGNITE | Humber College

647-991-4541

juliadow96@gmail.com

SKILLS

Copywriting

Communication

Time management

Organizational skills

Problem-solving

Social Media Content
Creation

TOOLS

Asana, Slack, SharePoint

Canva, CapCut

PoliteMail

Wordpress

Sprout Social

Screaming Frog

Microsoft suite

PROFILE

I am a versatile writer who loves to bring fresh perspectives to a new project. I have a diverse background in copywriting, content strategy, and creative writing. Through my experiences, I have honed my ability to craft persuasive messaging that resonates with target audiences. As a communicator, I have a deep passion for storytelling and creating shareable content that drives engagement.

CANADIAN WORK EXPERIENCE

Internal Communications (Co-op)

(4 September - 31 December 2024)

Hydro One, Toronto, Canada

- Responsibilities: Writing employee stories for internal website (HydroNet), Connections magazine, and company wide emailers on behalf of leadership. Creating the content editorial calendar and content dashboard to track analytics and communication trends.

Social Media Assistance

(4 March 2024 - 31 August 2024)

IGNITE, Humber College, Toronto Canada

- Responsibilities: Writing social media content, designing posts, creating video content for IG Reels and TikTok using CapCut. Scheduling and managing the social media calendar on Asana and SproutSocial.

Employee Communications (Co-op)

(5 September - 22 December 2023)

Canadian Tire Corporation, Toronto, Canada

- Responsibilities: Writing Internal Communication posts, creating presentations and reports on campaigns across Canadian Tire brands: Canadian Tire Retail, Mark's, and Sport Chek

FOREIGN WORK EXPERIENCE

Freelance Content Writer & Strategist

(16 May 2022 - 31 December 2022)

Life in a Bowl, Bangalore

- Responsibilities: Planning and deploying a robust social media content strategy campaign to promote the documentary film: Life in a Bowl.

Full-time Content Writer & Strategist

(20 September 2021 - 15 April 2022)

The Plated Project, Mumbai

- Responsibilities: Building a content strategy that includes planning the content calendar, writing engaging content for social media, newsletters, paid ads, and website.

Freelance Writer, Researcher & Curator

(12 October 2020 - 12 August 2021)

Art Kanara Trust, Art Gallery, Mangalore

- Responsibilities: Growing and maintaining a strong network of homegrown artists. Conducting interviews and writing artist profile features for local magazines.

Full-time Copywriter

(10 June 2019 - 18 September 2020)

FCB Interface, Mumbai

- Responsibilities: Writing copy for print and online advertisements to promote brands like Mahindra Automobiles, Reliance Petroleum, Godrej Properties, Lodha Real Estate, and T-fal Kitchenware