

KINJAL SHETH

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Work History

November 2024 to present - **Freelance Copywriter - Words by Kinjal, Nairobi**

- Awarded Silver position at the Cannes Young Lions Kenya competition (Print category)
- Writing high-performing, [compelling copy](#) across LinkedIn and social for a range of B2B brands in sectors such as insurtech and consulting, while maintaining ongoing projects for Classic Ironmongers Ltd.
- Copy has resulted in 30 to 100% increases in brand engagement.

October 2023 to present- **Freelance Social Media Manager and Personal Goal Pursuit, Nairobi**

- Ideated and developed social campaigns for Classic Ironmongers Ltd, which has increased the brand's following by 30%
- Proactively conceptualised a range of spec multichannel campaign ideas for brands as part of my continuous creative development, and undertook courses in UX and CRM writing

September 2023 to October 2023 - **Creative Copywriter - Placement, OTHERWAY London**

- Developed multi-channel marketing campaigns (social, radio, OOH) with an Art Director partner, leading to a new social identity for THIX and an approved OOH route for Clover and Cathedral City
- Proactively crafted tactical big ideas for OTHERWAY's brands, two ideas of which will be taken forward by the Creative Directors
Brands worked on included Fortnum and Mason, Inch's Cider, Clover, and Cathedral City

November 2022 to July 2023 - **Barn Creative (Copywriter), Bartle Bogle Hegarty, London**

- Ideas were selected for two live briefs - Burger King and MOVU Robotics
- Developed a portfolio of work with an Art Director partner, consisting of a range of campaigns across multiple touchpoints and media channels for brands across FMCG, retail, and more
- Honed industry-pertinent skills, ranging from copywriting in different tones of voice, to making comedy films, to art direction using Photoshop and Canva, and communicating big ideas succinctly

28th March 2022 to 8th April 2022 - **Creative Copywriter Intern, M&C Saatchi, London**

- Created short- and long-form copy and visuals made with Photoshop for various clients, with several assets approved for submission

- Authored a blog on the power of in-store experiences, which was praised by the CEO

January 2021 to March 2022 – **Social Media Marketing Manager, Classic Ironmongers Limited, Nairobi**

- Directed the creation of the company’s first-ever Wordpress website and wrote detailed SEO-optimised technical product copy, which led to an uptake in sales
- Strengthened the company’s online presence using social media and compounded this with data analytics such as Google Analytics and Sprout Social
- Increased following on Facebook by 280% over a year

November and December 2020 – **Social Media Manager and Content Creator, FLOC, Nairobi**

- Increased following on the company’s Instagram page by 74% over two months by creating engaging copy and visuals that appealed to the target demographic
- Interacted with the accounts of design industry leaders such as Kelly Wearstler, which increased brand trust and reputation
- Used Planoly and Analytics to maximise engagement

Education

September 2021 – September 2022 | MA in Creative Writing: Prose Fiction, University of East Anglia (Awarded a Merit)

September 2016- June 2020 | MA (Hons) English and Management, University of St Andrews (Awarded 1st Class Honours | St Andrews GPA: 17.1/20)

2003-2016 | International A-Levels, Premier Academy, Nairobi (Awarded A*, A*, A)

Academic Awards

University of St Andrews

2019-20, 2018-19, 2016-17 – Placed on the Deans’ List, Faculty of Arts

Cambridge International Examinations (CIE)

2016 – Best in Kenya in CIE International A Level English Literature (with a mark of 95%)

Additional Experiences & Positions of Leadership

February 2024 - Longlisted for the Bath Flash Fiction Award

April 2022 – Short story published in [The Porter House Review](#)

2020 – Won the M&C Saatchi *Open House* pitch competition (For client: O2 UK)

2020 to 2022 – Fundraising and Marketing Volunteer, LUVPLUS Charity

2019 to 2020 – President, Hindu-Jain-Sikh Society of St Andrews

2018 to 2019 – Head of Media and Publicity, University of St Andrews African and Caribbean Society Showcase (UBUNTU)