

KINJAL SHETH

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Work History

March 2026 to present - **Copywriter - Full-time, The Bar Africa**

- Brands worked on include Majid Al Futtaim Carrefour, Unlikely Collaborators, Jubilee Insurance, KAPA Oil Refineries, Azone, Noraya Sofas, and TVS Bikes

October 2023 to present- **Freelance Copywriter and Social Media Manager, Words by Kinjal, Nairobi**

- Won Gold in the Digital Category (2026) and Silver in the Print Category (2025) at the Cannes Young Lions Kenya competition, and represented Kenya at the Cannes International Festival of Creativity
- Wrote high-performing, [compelling social copy](#) for a range of B2B brands in sectors such as insurtech and consulting. Copy resulted in 30 to 100% increases in brand engagement
- Ideated and developed social campaigns for Classic Ironmongers Ltd, which increased the brand's following by 30%

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**

- My ideas were selected for two BBH 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 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**

- Created the company's first-ever website and wrote detailed technical product copy which led to an uptake in sales, along with content creation on social channels
- Strengthened the company's online presence using tools and data analytics services such as Google My Business, 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 to schedule content and 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 – Copywriter and idea generation for the winning team in 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)