

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 social media copy](#) for a range of brands in sectors such as insurtech and consulting, while maintaining ongoing projects for Classic Ironmongers Ltd

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**

- 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 at 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)