



Divya Vijay

Marketing Copywriter

📍 Singapore

✅ Divya is **Available to work**

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Links

 [LinkedIn](#)  [Instagram](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Copywriting (Advanced)

Content Marketing (Advanced)

Social Media (Advanced)

Press Relations (Advanced)

Community Management (Advanced)

Adobe Photoshop (Advanced)

Languages

Tamil (Fluent)

English (Native)

About

A self-motivated individual seeking to achieve personal best in the world of media and communications. Always ready to accept creative opportunities and hopes to utilize skills to meet organizational goals. Works well under pressure, with heart, and will not shy away from challenging roles.

BRANDS WORKED WITH

Half-X Pte Ltd

Halza

Ibis Singapore On Bencoolen

Mandarin Oriental

Sonata Dancewear

Experience



● Marketing Copywriter at

Halza | Jan 2021 - Now

Developed and refined the voice of Halza

Responsible for the completion of copy in a timely manner

Crafting copy for social media

Crafting copy for all branding collateral, both digital and print

Working closely with graphic designers to ensure copy tone and style are consistent with visual tone and style

Working with UX/UI designers to plan and execute development of product concepts

UX writing: Crafting copy for a range of optimizations and new features on the Halza app. Simplify large text into short and meaningful copy for users

Copywriting ad creatives for Google Ads

Apple search ads: Research and execution

In-charge of website: Create, proofread and post web copy. Ensure web content is always up to date. Worked closely with website developers

Handling all enquiries related to website and social media

Writing articles for website

Writing official press releases for distribution

Creating email campaigns

Crafting off-line marketing copy

Brainstorm, develop and execute creative campaigns

Contacting media buying and planning agencies on behalf of the marketing lead

Reaching out to journalists

Polish and edit copy across various platforms

Other duties as assigned

● Marketing and Design Coordinator at

Ibis Singapore On Bencoolen | Jan 2018 - Jan 2020

Collateral design - print and digital display for all departments in hotel

Writing official hotel press releases for distribution

Writing press releases for Accor Hotels upon General Manager's personal request

Crafting design and written work for Accor Hotels' CSR initiatives: Purple Parade 2019, Accor from the Heart with Community Chest 2019 launch, Accor Planet 21 Day Event with WWF

Creation of all eDMs distributed to database

Assisting the Sales department in special events and site inspections

Creation of materials such as brochures and sales kits for the Sales department

Main touch point for media partnerships. Lead the following key projects: Singapore International Film Festival 2018 and 2019, ibis x Music Matters 2019

Sourcing and liaising with local influencers. Planning, hosting and assisting all media tastings

Managing and creating content for hotel to feed Accor's marketing initiatives, third party sites and online listings

Content creation for all social media channels

Handling of guest enquiries and feedback on all social media channels as well as guest reviews on all travel review websites such as TripAdvisor,

Booking.com, Agoda, Expedia, TrustYou Survey and more
 Design and production of all hotel corporate gifts
 Photography, videography, graphic design and other creative work.
 Overseeing hotel's Dinner & Dance. Committee lead 2018 and 2019
 Assisting with presentations and meetings, including preparation of materials
 Assisting with manual labour: Hotel decorations (Christmas, Chinese New Year, media events etc.)
 Administrative and other ad-hoc duties



● Social Media Coordinator at

Mandarin Oriental | Jan 2016 - Jan 2018

Key person in supporting Mandarin Oriental Hotel Group's digital marketing initiatives
 Studying and reporting industry trends and reviewing e-Commerce updates
 Content creation for all social media channels
 Handling of guest enquiries and feedback on all social media channels as well as travel review websites such as TripAdvisor, Booking.com, Agoda, Expedia, TrustYou Survey and more
 Reviewing and reporting hotel's growth and guest sentiments among luxury hotels in Singapore on online travel review websites
 Managing of content for the Mandarin Oriental, Singapore website
 Managing and feeding content to third party sites and online listings: Chope, HungryGoWhere, Quandoo, etc.
 Analysing online reach, including all web generated bookings and reporting data during weekly meetings with relevant departments
 Creation of hotel eDMs distributed to both local and global guest database
 Photography, videography, graphic design and other creative work
 Handling all colleague enquiries related to website and social media
 Arranging bookings for visiting journalists
 Preparing and distributing media profiles for international media visits
 Coordinating press enquiries, photoshoots, events and interviews
 Assisting presentations and meetings, including preparation of materials
 Administrative duties



● Social Media Executive

Sonata Dancewear | Jan 2015 - Jan 2016

Content creation for all social media accounts
 Management of eCommerce platforms
 Editing and proofreading material
 Creation of eDMs for customer database
 Copywriting for product packaging
 Designing product packaging and all other collateral
 Liaising with clients
 Event planning for seminars and outdoors events (promotional booths)
 Assist with photoshoots
 Photo editing
 Assist sales and finance department
 Administrative and ad-hoc duties

● Assistant Copywriter at

Half-X Pte Ltd | Jan 2011 - Jan 2012

Content creation for advertisements, company profiles, newsletters, books/magazines, projects/events, products, blurbs, scripts, dialogue etc.

Projects: People's Association (PA) monthly newsletter, Singapore, Babyboss Magazine, Hong Kong, Supreme Court Exhibition write-up 2012, Singapore. Toyota and Lexus Calendar 2012, Singapore

Editing and proofreading of documents before publishing is due
 Liaising with various clients on a daily basis

Cold calling
 Preparing invoices
 Idea pitching to clients

Administrative and other ad-hoc duties Continued to do freelance writing for the company before withdrawing completely.

