

# THAPASYA THANKARAJ

◇ +447385290953 ◇ [tapasyathankaraj@gmail.com](mailto:tapasyathankaraj@gmail.com) ◇ [Website](#) ◇ Open to relocate ◇ [LinkedIn](#)

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I am a Creative Content Writer, Concept Developer, and Marketing Specialist with a passion for crafting engaging narratives and innovative strategies. With a strong foundation in communication and media, I'm driven by the why behind customer behaviour and content resonance. With 5 years of experience in paid media marketing, I've developed a sharp eye for optimising campaigns across platforms, enhancing brand presence, and driving audience engagement. From taglines to full-scale campaigns, I create content that tells a story, sparks emotion, and delivers results.

I don't just write — I shape voices, build campaigns with purpose, and bring stories to life that people remember.

## SKILLS AND COMPETENCIES

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**TOOLS:** Adobe Creative Suite, Microsoft Office, Google Docs, Facebook Ads Manager, Google Analytics, WordPress, Squarespace, Canva, HTML, Figma

**TECHNICAL SKILLS:** Content Creation, Copywriting, SEO, Editing and Proofreading, Content Management, Social Media Strategy, Blogging, UX Writing, Content Optimisation, Brand Voice Development, Visual Storytelling, Website Management

**SOFT SKILLS:** Communication, Creative Writing, Compassionate Leadership, Self-Starter, Customer Obsession, Problem Solving, Teamwork, Accountability, Innovative Thinking, Adaptability

**INTERESTS:** Digital Content Innovation, Technology Trends, B2B Content Strategy, AI in Content Creation, Digital Marketing, Data-Driven Storytelling, Emerging Digital Technologies, Digital Publishing, Industry-Specific Content Development

## WORK EXPERIENCE

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**Independent Content creator & Brand Storyteller** London & Remote Oct 2023 – Present

- **Content Strategy:** Crafting intentional, SEO-led stories for B2B and B2C brands that cut through digital noise to reach the "why" behind customer behaviour. Leading the full life cycle of content from "blank page" research to final performance analysis.
- **Brand Voice Development:** Collaborating with diverse businesses to find their authentic voice, ensuring their message feels like a conversation rather than a sales pitch across every digital platform.
- **Market Adaptability:** Seamlessly pivoting communication styles to connect with varied demographics—from corporate stakeholders to prospective students—building trust through clarity and empathy.

**Receptionist** Gaucho Restaurants Covent Garden September 2024 - Present

- Managing high-volume guest relations in a fast-paced environment, honing the ability to form rapid rapport and handle complex inquiries—skills directly transferable to School/College taster days and recruitment events.
- Acts as the first point of contact, ensuring a welcoming environment and professional representation of the brand.

**Content Manager – Internship** Serendipity Northampton July 2023 - December 2023

- **Blog Writing:** Developed the company blog, increasing organic traffic by 10% through the creation of 15+ engaging posts, 10 keyword research initiatives, and comprehensive SEO optimisation. Ensured content alignment with the brand message, improving brand consistency by 8%.
- **Online Media Management:** Boosted online presence by 25% by creating 20+ strategic content pieces and managing 8 targeted ads on Facebook, Instagram, and LinkedIn. This effort resulted in a 15% increase in user engagement and a 12% growth in brand awareness.

- Copywriting: Created 10+ pieces of persuasive marketing content and coordinated 5 design elements to enhance impact. Customised copy for 3 target demographics through detailed market research, leading to a 10% increase in conversion rates.
- SEO Content Strategy: Executed an SEO strategy that improved website visibility by 15% and increased search rankings by 12%. Conducted 10 keyword research and 5 competitive analysis reports to guide content development, resulting in a 10% increase in organic leads.

**Creative Director** Schooler App, Kerala, India

February 2022 - January 2023

- Educational Material Quality Oversight: Developed and improved 200+ educational materials, leading to a 30% increase in user satisfaction and a 20% reduction in content-related support queries.
- New Features and Content Trials: Led the introduction of 10 new app features and conducted 5 content trials, resulting in a 25% boost in user engagement and a 15% improvement in educational outcomes.
- Curriculum Development and Implementation: Created and refined 15 educational plans, aligning with 100% of learning objectives and improving overall curriculum effectiveness by 20%.
- Student Progress Monitoring: Tracked and analysed progress for 50+ students, optimising teaching strategies to achieve a 25% increase in learning outcomes and a 20% reduction in dropout rates.

**Social Media Executive** MD Niche Media, Kerala, India

July 2021 - February 2022

- Social Media Strategy Leadership: Implemented comprehensive strategies that increased brand presence and engagement across Facebook, Instagram, LinkedIn, and X. Grew the follower base by 35% (adding 10,000+ new followers) and boosted post interactions by 30%, leading to a 25% increase in website traffic.
- Campaign Copywriting and Coordination: Wrote marketing copy for 20+ campaigns, aligning with 15 visual design elements. Targeted specific demographics, increasing conversion rates by 30% and campaign effectiveness by 25% through strategic audience targeting and in-depth market research.
- Content Calendar Management: Managed and optimised a content calendar for 100+ social media posts per month, ensuring consistent brand messaging. This resulted in a 20% increase in content scheduling efficiency and a 15% reduction in content creation costs.
- Influencer Collaboration and Partnerships: Negotiated and managed partnerships with 10+ influencers, increasing brand mentions by 40% and generating 500,000+ impressions. This effort led to a 20% increase in referral traffic and a 15% rise in product inquiries.
- Ad Campaign Management: Managed and optimised paid social media campaigns with a budget of £40,000, achieving a 35% increase in click-through rates (CTR) and a 25% reduction in cost per acquisition (CPA). Generated 200,000+ impressions and 15,000+ clicks over the year.

**Content Writer** Bictree Media Company, Kerala, India

September 2020 - March 2021

- Marketing Copywriter: Created marketing copy for 50+ promotional materials, aligning with 20+ visual design elements, which increased audience engagement by 25% and contributed to a 15% growth in overall campaign effectiveness.
- SEO Strategist: Developed and implemented an SEO strategy that improved website visibility and organic traffic, achieving a 30% increase in search rankings for 15+ targeted keywords and driving a 25% rise in organic search traffic.
- Brand Storyteller: Collaborated with a creative team to craft and maintain consistent brand storytelling across 10+ platforms, leading to a 20% boost in brand recognition and a 10% increase in customer retention rates.

**Journalist** Wone Minute, Kerala, India

January 2020 - September 2020

- Investigative Content Producer: Conducted comprehensive research and reporting, producing over 30 in-depth blog posts. This content strategy led to a 50% increase in organic traffic and a 40% boost in overall readership. Implemented SEO best practices, resulting in a 25% rise in search engine visibility.
- Anchor and Multimedia Journalist: Delivered and presented 25+ news stories on camera, maintaining high consistency with digital content. Achieved a 15% increase in viewer ratings and a 30% improvement in online engagement metrics. Enhanced storytelling techniques contributed to a 20% rise in audience retention and interaction across multimedia platforms.

## EDUCATION

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**MSc International Marketing Strategy** University of Northampton, UK

(2023 - 2024)

- Modules: International Marketing Communications, Global Marketing Strategy, Global Marketing Issues, International Marketing Research, Strategic Digital Marketing, Strategic Marketing Management

- Thesis Project: Examining the Impact of Advertisements in the Society in the Indian Market - analysed the intricate and dual impact of advertising on Indian society, a country known for its diverse culture and fast-paced socio-economic development.

**MA Political Science** University of Kerala, Kerala, India (2019 - 2021)

- Modules: Contemporary Political Theory, Gender Politics, Theories and Concepts of International Politics, Politics of Developing Countries, Modern Western Political Thought, Issues in International Politics

**Post Graduate Diploma in Journalism** Institute of Journalism, Press Club, Kerala, India (2019 - 2020)

- Modules: Reporting and Media Law, New Media, Public Relations, Advertising and Current Affairs, Visual Language and Documentary, TV News Reporting and Production, TV Programme Production, Creative Writing, History of Journalism, Literary Journalism, Specialised Reporting

**MA English Literature** Mahatma Gandhi University, Kerala, India (2017 - 2019)

**BA English Literature** Mahatma Gandhi University, Kerala, India (2014 - 2017)