

# Neha Anmolu

## Copy Lead

A writer with **8+ years of experience** and no room for bland copy. I help brands sound human, impactful, and impossible to ignore.

P.S. I'll help you find the words.

## At a Glance

- Shaped **Coca-Cola's** employer branding & ESG narratives
- Curated originals for **Netflix, Prime Video** & global fests
- Published 30+ critiques with **FIPRESCI**
- Led 12+ team across PPC, content & social
- Delivered end-to-end activations & film productions
- Supported large-scale surveys like **ASER**

## Education

### B.A. (International Journalism)

MGM's College of Journalism and Mass Communication, Aurangabad

## Competencies

### Strategy & Content

Creative Direction (Copy)  
Creative & Content Strategy  
Tone of Voice Development  
Employer Branding  
Internal Communication  
B2B & B2C Communication

### Writing & Execution

Multi-Platform Copywriting  
UX & Web Copy  
Scriptwriting  
Editing & Proofreading  
Content Guidelines & Playbooks

### Creative Add-ons

Art Direction  
Production Oversight  
Prompt Engineering + AI Tools  
Employee Engagement Initiatives

## Key Responsibilities

- **Content Creation & Campaigns:** Developed original, audience-relevant content and campaigns across digital, print, video, and social platforms.
- **Employer Branding & Engagement:** Crafted internal communication, EVP, leadership messaging, and employee engagement campaigns to strengthen employer brand.
- **Cross-Team Collaboration:** Worked with design, strategy, and account teams to shape and deliver creative concepts.
- **Stakeholder Management:** Presented copy ideas, took feedback, and refined content for final delivery.
- **Editing & Quality Control:** Proofread and edited content to maintain consistency, clarity, and brand alignment.

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Portfolio  
<https://nehaanmolu.com>



## Experience



### Copy Lead

Havas People · Full-time.  
Apr 2024 - Present

↑ **1M+** LinkedIn followers gained  
On Coca-Cola India's LinkedIn in less than 8 months

↑ **5** campaigns | **56%** participation  
Engaged employees across Coca-Cola INSWA

↑ **#2** internal page rank  
Achieved in the Coca-Cola system in less than 6 months

↑ **48%** Viva Engage engagement  
Up from 17% within months of activation



### Adtrix

Full-time · 1.7 yrs

### Content Strategist

Apr 2023 - Apr 2024 · 1 yr

↑ **6+** Pitches Successfully Converted  
Led and won key client accounts

### Senior Copywriter

Oct 2022 - Apr 2023 · 7 mo

↑ **130k+** Followers on Instagram  
SpiceJet gained them in under 2 years

↑ **4.4%** Engagement Rate Achieved  
SpiceJet outperformed aviation industry average



### Contractual Writer

Various Clients for strategy & writing  
May 2021 - Oct 2022 · 1.5 yrs

### UX Writer

ABMS  
UX Writing & Researching.

### Editorial Associate

Feminism in India  
Editorial Writing, Researching & Editing.

### Social Media Manager

MGM University  
Content Writing & Social Media Handling.

### Trainee

Matdar  
Jan 2020 - Sep 2020 · 9 mo  
News Gathering & Article Editing.



### Campus Ambassador

International Model United Nations  
Jul 2020 - Aug 2020 · 1 mo



### Trainee

The Hitveda  
Jul 2019 - May 2019 · 3 mo  
Page Designing, Reporting with Research and Production of Daily News Reports.



### Culture & Art Curator

Found In Translation  
Jul 2016 - Jul 2019 · 3 yr  
Art Galleries & Museum Curation, Sustainable Fashion, Strategy, Travel Shows, Research & Content