



KURIAKOSE VAISIAN

Content Creature. Creative Strategist. Stand-up Comic.

+31 6 81255246 ✉ kuriakosevaisian@gmail.com

RECENT EXPERIENCE

Copywriter and Creative Strategist 📍 Amsterdam, The Netherlands Fairphone (June 2023 - Present)

Fairphone is the market leader when it comes to sustainable technology, particularly smartphones and headphones. During my tenure here, I have been busy with:

- Creating content and crafting editorial strategy for the Fairphone website.
- Copywriting and editing for multiple channels, from e-mailers, marketing newsletters, and social media, to sustainability reports, training materials, product packaging, and press releases.
- SEO-friendly UX copywriting for e-commerce touchpoints on website and app
- Creating the brand's new tone of voice post a brand strategy refresh, training colleagues on TOV, and ensuring copy across channels are on point.
- Ideating, scripting and assisting on product launch videos and campaigns.
- Managing multilingual localization and translations
- Exploring and integrating AI workflows for the creative team.

Creative Consultant

AlaanPay (November 2022 - March 2023)

📍 Remote

Alaan is an award-winning fintech start-up in Dubai, UAE, that specialises in corporate cards for businesses across the Middle East. Some of my key responsibilities included:

- Creating and maintaining compelling and effective copy across its various digital platforms and collaborating closely with cross-functional teams to ensure a consistent and engaging tone of voice across all channels.
- Crafting and refining Alaan's overall tone of voice and brand guidelines, taking into account customer expectations, investor requirements, and commercial goals.
- Ensuring flawless grammar, spelling, and proofreading of all copy prior to publication, guaranteeing high-quality content that resonated with our target audience.
- Conducting regular audits and reviews of UX and UI copy, proactively identifying opportunities for improvement and optimization.

Editor-in-Chief, Tinkle Comics

Amar Chitra Katha (February 2015 - November 2022)

📍 Mumbai, India

Published by Amar Chitra Katha, Tinkle Comics has been India's most popular children's comic magazine since 1980. I took over as chief editor in January 2021. I also helped set up and run our in-house creative agency, creating tailor-made content for premium advertisers across various mediums and in various formats, executing and delegating as required. Key achievements include:

- Conceptualizing and executing a design overhaul of internal brand websites and apps, publications, and product packaging, while optimizing social media content.
- Creating high-impact brand campaigns and cultivating client relationships for 100+ brands, including Google, Tata, Uber, Hindustan Unilever, Johnson & Johnson, Coca-Cola, Kellogg's, and various government agencies.
- Starting various reader engagement programs, actively encouraging audience participation in content strategy.
- Successfully leading the brand to a profitable year during the pandemic.

RECENT ACHIEVEMENTS



Jury Member, Doodle for Google 2022

I was invited to be on the judging panel for the prestigious Google event, basis my subject matter expertise in storytelling and comic illustration.



AVGC's 40 under 40 Watchlist 2020

The award was conferred by Indian industry vertical AnimationXpress.com for my extensive brand work with multiple clients for Amar Chitra Katha.

SUMMARY

I've been in the creative field for over 17 years now, writing, making films, designing websites, and performing stand-up comedy. Working with multiple brands for a wide variety of audiences gives me a unique perspective into what makes things tick.

Running my own business ten years ago gave me a new found appreciation for the struggles of entrepreneurship. That's why I'm always able to look at the larger picture without compromising on my creative integrity. Budgets and deadlines are sacrosanct. I actively seek out content that has the ability to engage, educate or inspire. This is what I aim to instil in my work as well.

My experience in content creation, UX and UI design, branding, and client servicing, and my ability to lead and manage teams, makes me an ideal candidate for copywriter, creative director, or content strategist roles.

SKILLS

CREATIVITY CONCEPT BUILDING

MARKETING UX & UI BRANDING

PROJECT MANAGEMENT COPY

CONTENT CREATION STRATEGY

STORYTELLING DESIGN

LANGUAGES

English	Native	●●●●●●
Hindi	Proficient	●●●●●●
Malayalam	Proficient	●●●●●●
Dutch	A2 Level	●●●●●●

EDUCATION

Bachelor of Arts (Honours) in History

St. Stephen's College, Delhi University
(2004-2007)

Post-Graduate Certificate in Television Direction

Film & Television Institute of India
(2011-2012)