



# KURIAKOSE SAJU VAISIAN

Writer. Content Creator. Stand-up Comic

+31 6 81255246 | kuriakosevaisian@gmail.com | Amsterdam, The Netherlands

## RECENT EXPERIENCE

### Copywriter and Content Manager Amsterdam, The Netherlands Fairphone (June 2023 - Present)

Fairphone is a Dutch-based scale-up that focuses on making sustainable technology, particularly smartphones and headphones. I joined the company in June 2023 as a copywriter and was promoted to content manager in November the same year.

- Creating and managing editorial calendar for the Fairphone website
- Ideating and writing blog entries and optimizing website content for SEO purposes.
- Copywriting for multiple channels, such as marketing newsletters, social media posts, Google and Meta ads, in-store displays, product packaging, and more.
- Reviewing and rewriting press releases for multiple channels.
- Ideating, scripting and assisting on product launch videos and campaigns.
- Exploring and integrating AI workflows for the creative team, experimenting with ChatGPT and Google Duet.

### Creative Consultant Remote AlaanPay (November 2022 - March 2023)

Alaan is an up-and-coming 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 Mumbai, India Amar Chitra Katha (February 2015 - November 2022)

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, publications, and product packaging, while optimizing social media content.
- Creating high-impact 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, doing the odd design job, and performing stand-up on the side. Working with multiple brands across multiple age groups for a wide variety of clients and 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 look at the larger picture without compromising on my creative integrity. Deadlines and budgets 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, branding, and client management, coupled with my ability to lead and manage teams, makes me an ideal candidate for copywriter, creative director, or content strategist roles.

## SKILLS

- CREATIVITY
- COMMUNICATION
- LEADERSHIP
- DESIGN
- BRANDING
- PROJECT MANAGEMENT
- COPY
- CONTENT CREATION
- STRATEGY
- STORYTELLING
- ANALYSIS

## LANGUAGES

English	Native	●●●●●●
Dutch	A1 Level	●●●●●
Hindi	Proficient	●●●●●
Malayalam	Proficient	●●●●●

## 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)