



# KURIAKOSE VAISIAN

Creative Strategist. Copywriting and Content Specialist.

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## ABOUT ME

I'm a senior creative, specialising in brand storytelling and editorial strategy, with 18+ years of experience in global marketing organizations and in-house agencies.

I'm an expert in designing messaging frameworks, defining Tone of Voice style guides, and driving AI-powered content innovation. I have a proven track record of enabling and governing creative teams to deliver purpose-led storytelling that is culturally relevant and scalable.

I'm looking to join an established organization in a creative leadership role, where I can lead creative operations and help optimize copy-related workflows, drawing on nearly two decades of my experience in copywriting, branding, and cross-functional collaboration

## SKILLS

COPYWRITING

CREATIVE CONCEPTING

BRAND STORYTELLING

NARRATIVE STRATEGY

TOV & STYLE GUIDE CREATION

MENTORSHIP

AI PROMPT WRITING

## 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)

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(P.S. I'm also a stand-up comedian.)

## Copywriter and Creative Strategist, Fairphone June 2023 - Present

Fairphone is the market leader when it comes to sustainable technology, particularly smartphones and audio products. During my time here, I have been in charge of the following:

- Driving innovation in storytelling and localization by designing and implementing AI-powered workflows and frameworks, increasing content efficiency while maintaining brand voice standards.
- Acting as Brand Guardian by developing the Global Tone of Voice Style Guide. Led knowledge-sharing sessions and mentored writers across regions to ensure cross-channel consistency.
- Delivering purpose-led storytelling for the market leader in sustainable tech, bridging the gap between ethical philosophy and commercial product messaging.
- Creating content for multiple channels, from customer-facing assets such as e-mailers and marketing newsletters, and social media posts, to executive-level content such as keynote speeches, sustainability reports, training materials, internal comms, and press releases.

## Creative Consultant, AlaanPay November 2022 - March 2023

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:

- Lead the development of narrative strategy and messaging frameworks for a fintech startup, building the brand voice from the ground up.
- Managed stakeholder alignment while collaborating closely with cross-functional teams (Marketing, Product, Sales) to ensure a consistent, engaging Tone of Voice and messaging across all digital platforms.
- Ensuring flawless grammar, spelling, and proofreading of all copy prior to publication, guaranteeing high-quality content that resonated with our target audience.
- Conducted comprehensive content audits to guide improvement plans for UX/UI copy, ensuring alignment with investor requirements and commercial goals.

## Editor-in-Chief, Tinkle Comics February 2015 - November 2022

Published by Amar Chitra Katha, Tinkle Comics has been India's most popular children's comic magazine since 1980. During my time here, I spearheaded a variety of projects and initiatives for the company, such as:

- Executed a design overhaul of internal brand websites and apps, publications, and product packaging, while optimizing social media content.
- Developed compelling presentations and pitch decks to secure buy-in for large-scale campaigns with global partners like Coca-Cola and Uber.
- Starting various reader engagement programs, encouraging youth audiences through active storytelling
- Successfully leading the brand to a profitable year during the pandemic.