

Athul Domichen

Senior Copywriter



Montreal, QC

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Work Experience

Senior Copywriter *May 2024 - Present*

Havas Creative Canada

- Campaigns for clients in CPG, retail, government entities, finance, non-profits, and more.
- Creative copy for OOH, social, TV, shopper, digital and experiential platforms.

Senior Copywriter *June 2022 - December 2023*

eBay

- Creative social copy that resonates with niche audience of various collectible categories.
- Collaterals for industry events like New York Comic Con, Gen Con, The National, and more.

Marketing Copywriter *October 2020 - April 2022*

VEXXHOST Inc.

- Expert-level blogs, ebooks, white papers, social campaigns, and emailers.
- Manage social accounts and drive growth and engagement.

Copywriter *Oct 2019 - Mar 2020*

Agency 361, TD Bank

Copywriter *Jun 2019 - Oct 2019*

HOLR Magazine, Toronto

Direct Response Copywriter *Sep 2018 - Jan 2019*

Amplifii Corporation, Toronto

Copywriter *Jun 2016 - Sept 2017*

Nutshell Advertising, Hyderabad, India

Copywriter *Jan 2015 - May 2016*

FMC Advertising, Hyderabad, India

Copywriter (Internship) *Dec 2010*

M&M Connect Advertising, Bangalore, India

Core Skills

- Advertising copywriting
- Creative platform development
- Campaign development
- Digital, web, and social media content
- Direct response copywriting
- Brand naming and verbal identity
- Brand storytelling
- AI & generative tools for creative efficiency
- Scriptwriting (Video, Online, TV)
- Content strategy and frameworks
- SEO-friendly writing
- Email marketing
- Event and experiential campaigns
- Research and trend analysis
- Cross-functional collaboration

Select Clientele

eBay | Government of Quebec | TD Bank | Keurig
Novotel | Oikos | Mercure | The Laughing Cow
Tishman Speyer | Danone | Fondation Émergence
Richter | Boursin | Silk | Hyderabad Metro Rail
Babybel | RSEQ | Two Good | GoGo Squeeze

Education

Microprogram in Screenwriting and Film Producing
Concordia University, Montreal (Summer 2025)

Graduate Certificate in Advertising Copywriting
Humber College, Toronto (2018-2019)

Master of Arts in Mass Communication and Journalism
*The English and Foreign Languages University
Hyderabad, India (2011-2013)*

BA (Hons) in Mass Communication and Journalism
*The English and Foreign Languages University
Hyderabad, India (2008-2011)*

Languages

Fluent

English, Malayalam

Intermediate

French, Hindi, Tamil, Telugu