

Athul Domichen

Copywriter



Montreal, QC
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About Me

Creative copywriter with over a decade of experience turning bold ideas into copy that connects brands with their people. From consumer goods and finance to tech and education, I've crafted 360° campaigns for global brands and local firms alike, including eBay, TD Bank, Keurig, Novotel, Danone, Bel Group, and the Government of Quebec. In short: I write well, and well, I write.

Professional Experience

Senior Copywriter

2024 - October 2025

Havas Creative Canada, Montreal

- Led copy and concept development for integrated campaigns across TV, digital, out of home, radio, and experiential, working with a wide roster of national and Quebec brands such as The Laughing Cow, Oikos, Silk, Boursin, Richter, Babybel, Gogo Squeez, and International Delight.
- Crafted bilingual campaigns with English copy built to translate seamlessly into French, notably the Ally Effect movement for Fondation Émergence and an all-Québec anti-racism campaign for RSEQ.
- Collaborated closely with art directors, creative directors, marketing and production teams on strategic briefs, pitches, naming exercises, and branding platforms, consistently transforming ideas into clear and compelling copy.

Senior Copywriter

2023 - 2024

eBay Global Creative, Toronto

- Wrote targeted social and campaign copy for niche collectible audiences from pop-culture and sports to coins, tech, fashion, and historical items with a strong emphasis on accuracy, tone, and credibility.
- Developed creative concepts and messaging for major industry events in the collectible and sports worlds, including the award-winning eBay Market-verse booth at the New York Comic Con 2024, which earned Gold at the Ex Awards for Best In-Booth Trade Show Experience.
- Partnered with internal teams and external agencies across verticals such as eBay Motors, providing strategic guidance and copy review to ensure brand consistency and clarity.

Marketing Copywriter

2020 - 2022

VEXXHOST Inc., Montreal

- Created expert-level content on cloud computing, AI, data management, and related topics in forms of blogs, white papers, ebooks, email campaigns, and social media copy.
- Drove engagement and growth across social platforms through strategic content planning and execution, including a viral tweet that increased the brand's monthly impressions tenfold.
- Created event coverage and campaign collaterals for globally renowned open source tech events such as OpenInfra Summit 2020 and 2021, supporting booth activations and keynote visibility for the brand.

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Professional Experience

Marketing Copywriter 2019 - 2020

Agency 361, TD Bank, Toronto

- Developed clear, engaging copy across web, print, and video for national campaigns.
- Wrote financial literacy content and nation-wide poster campaigns targeting diverse audiences.
- Partnered with internal teams and agencies to ensure strategic and creative consistency.

Copywriter Summer 2019

HOLR Magazine, Toronto

- Wrote daily web and social content to boost engagement and strengthen HOLR's digital presence.
- Covered cultural events like Pride Parade, TIFF, IndyCar Race and Caribbean Film Festival to craft feature stories on HOLR website.

Direct Response Copywriter 2018 - 2019

Amplifii Corporation, Toronto

- Wrote performance-driven social ad copy and developed campaign frameworks to support client growth.
- Researched industry trends and benchmarks to refine high-funnel messaging.

International Experience

Copywriter 2016 - 2017

Nutshell Advertising, Hyderabad, India

Copywriter 2015 - 2016

FMC Advertising, Hyderabad, India

Freelance Content Writer 2011 - 2014

Dreamnetz, Cochin, India

Copywriter (Internship) Dec 2010

M&M Connect Advertising, Bangalore, India

Core Skills

Creative platform development
Campaign concepting and execution
Digital, web, and social content creation
Brand naming and verbal identity
Brand storytelling
Scriptwriting (Video, Online, TV)
SEO-focused writing
Direct response copywriting
Email & CRM Campaigns
Event and experiential campaign copy
Research-based blogs and articles
Leveraging AI tools for creative efficiency

Degrees

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)*

Continuing Education

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

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

Awards

Ex Awards 2024 – Gold Winner
Best In-Booth Trading Show Experience

One Minute Briefs – 2x Winner
(World Book Day 2020, #SmilingDog)

Communication Arts 2019 – Advertising Shortlist

Languages

Fluent
English, Malayalam

Intermediate
French, Hindi, Tamil, Telugu