

CONTACT ME

+971 58 561 1015

gurmeetkapoor96@gmail.com

[LinkedIn](#)

[Copywriting Portfolio](#)

[Substack](#)

Dubai, UAE

EDUCATION

Bachelors in Business Management

American University in Dubai

2014 - 2018

High School Diploma

American School of Dubai

2010-2014

LANGUAGES

English

Hindi

Punjabi

Urdu

SKILLS

Adobe Photoshop, Adobe Premiere

Pro, Final Cut, Final Draft 10

SQL, Simul8, SPSS, SEO, Tally,

Python, MS Office

Gurmeet Kapoor

WORK EXPERIENCE

Lab Director and Content/Copywriter 2020-Present

The Kreativ Lab by KRI8, Dubai

- Managed and built relationships with multinational clients, ensuring timely delivery of high-quality content.
- Established and standardized brand identity and tone of voice, ensuring consistency across organisation.
- Crafted engaging content across multi-channel platforms including social media, website and internal communications.
- Authored two screenplays, while providing editorial support for others, demonstrating proficiency in scriptwriting and editing.
- Mentored junior writers while delegating daily writing tasks including social media and website.
- Orchestrated innovative press campaigns, increasing visibility and revenue for creative projects, while maintaining positive media relations.
- Coordinated and organized engaging private metaverse events in collaboration with diverse influencers.
- Applied data-driven insights to analyze trends and forecast success, informing decision-making for creative projects.

Administrator/Accounting Associate 2018-2020

Bedeil General Trading, Dubai

- Analyzed reports for compliance and improvement opportunities, highlighting financial insight.
- Ensured accurate VAT returns, showcasing attention to detail and adherence to regulations.
- Established organized accounting systems, demonstrating skill in data management.
- Generated informative monthly reports for management decisions, utilizing database insights.

PROFESSIONAL DEVELOPMENT

- **M&C Saatchi Open House** : September - October 2024
 - Eight-week training introducing the world of advertising to early careers and career-changers.
- **Publicis Groupe London Workshop** : March - April 2024
 - Six-week workshop, working on real-world briefs set by Digitas, Publicis London, MSL, Saatchi&Saatchi, Health, and Leo Burnett
- **Word Tonic** : Copywriting Community - Ambassador