

ABDUL WAHID SALEEM

[Portfolio](#)

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COPYWRITER

I specialize in both long-form SEO content (landing pages, blog posts, etc.) and short-form copywriting (social media, email marketing). I come to the table with 4 years of marketing experience in both agency and in-house settings.

Marketing Communications | Digital Marketing Strategy | Copywriting | Marketing KPIs | Content Writing | Strategic Planning | Editing | Blog Writing | Advertising Copy | Content Strategy | Email Marketing Copy | SEO Writing | Team Collaboration | Client Management

WORK EXPERIENCE

Mentor Match, Chennai, Tamil Nadu • Copywriter • (12/2024) - Present

Crafted compelling sales funnel emails, optimizing email engagement, and developing strategic social media content to enhance brand presence.

- Developed high-converting sales funnel emails and improved email open rates.
- Created structured social media content buckets to drive engagement.
- Produced impactful social media content to strengthen brand communication.
- Enhanced brand messaging through persuasive and conversion-focused copy.

One MG, Chennai, Tamil Nadu • Copywriter • (09/2024) - (11/2024)

Created compelling social media content, radio scripts, and event-related materials for clients in home appliances, agriculture sector etc.

- Delivered impactful brand launch content across social media platforms and roadshow presentations, enhancing client visibility and engagement.
- Participated in brainstorming sessions to conceptualize innovative campaign ideas and pitch creative strategies to clients
- Designed content tailored to diverse mediums, including social media, radio, and live events, ensuring alignment with client objectives.
- Worked closely with internal teams to develop and execute comprehensive marketing strategies for a range of industries, from jewelry to agriculture.

RapidCents, Toronto, ON • Copywriter • (09/2022) - (07/2024)

Manage all marketing copywriting for 4 clients in the FinTech and shipping industries.

- Aligned copy strategy across all marketing channels
- Developed copy for client websites and blogs
- Wrote advertising copy for print ads
- Collaborated with graphic designers to write and produce digital ads
- Managed client feedback meetings
- Ensured all timelines were met throughout the content production, editing, and delivery process.

EDUCATION AND CERTIFICATIONS

- Centennial College, Toronto, ON • Graduate Certificate in Advertising (2021)
- Conestoga College, Kitchener, ON • Graduate Certificate in Broadcasting (2020)
- Indian Institute of Mass Communication, Delhi, India • Post Graduate Diploma in Journalism (2018)
- PSG CAS, Coimbatore, India • Bachelor of Science in Visual Communication (2016)

OTHER WORK EXPERIENCES

- The Mob India, Delhi, India • Junior Copywriter • (11/2018 - 06/2019)
- Arts Help, Toronto, ON • Contributing Writer • (09/2022 - 12/2022)
- David Visual, Toronto, ON • Junior Marketing Coordinator • (02/2022 - 03/2022)
- Feeding Canadian Kids, Toronto, ON • Volunteer Copywriter • (03/2021 - 06/2021)
- Lowe's, Toronto, ON • Paint Sales Representative • (01/2020 - 09/2022)