

EVEENA GEORGE KUNJANAYIL

eveena.george@gmail.com

Portfolio: www.eveenageorge.com

Sharjah

United Arab Emirates

Golden Visa Holder

PROFILE SUMMARY

Results-driven content and copywriter with a proven track record in developing compelling narratives and content that drive engagement and achieve objectives. Experienced in varied sectors (like finance, advertising and US immigration), developing impactful copy, editing for clarity and resonance, and designing content strategies to meet diverse business needs. Experienced in aligning content with brand identity to elevate audience perception and foster trust.

WORK EXPERIENCE

OVERVIEW

MAHINDRA RURAL HOUSING FINANCE LTD. (MRHFL), INDIA	May 2017 to Jan 2021
FREELANCE CONTENT & COPYWRITER, INDIA	May 2021 to Oct 2021
FAKHOURY GLOBAL IMMIGRATION, INDIA	Oct 2021 - Present

CONTENT & COPYWRITER (SENIOR EXECUTIVE) - FAKHOURY GLOBAL IMMIGRATION | OCT 2021 - PRESENT

- Creating persuasive support documents, emphasizing clients' professional impact to facilitate employment-based U.S. immigration approvals.
- Translating complex professional achievements into clear, impactful narratives tailored to U.S. immigration officials.
- Mentoring juniors to master impactful writing, craft compelling narratives, and develop the discernment to identify critical information, ensuring the creation of purposeful content.
- Researching and synthesizing key details of multinational corporations to craft comprehensive drafts that highlight their niche expertise.
- Developing and refining SOPs, brochures, proposals, and internal communications, ensuring brand alignment and business coherence.

Key Impact:

- Reduced inquiry rates by 10% by presenting clients' qualifications through concise, compelling language.
 - Strengthened the firm's reputation and client satisfaction through high-quality, consistent, and impactful client documentation.
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FREELANCE CONTENT & COPYWRITER | MAY 2021 TO OCT 2021

- Produced high-impact brochures, presentations, and write-ups, employing striking copy to help clients establish a strong brand presence. (Involved with organizations like MRHFL, PNB Housing Finance & other advertising agencies.)
- Collaborated with clients to tailor detailed, persuasive communication materials, driving targeted results.

Key Impact:

- Drove social media engagement by 7% by tapping into audience preferences and delivering scroll-stopping content.
 - Boosted client satisfaction by delivering bespoke content that resonated with audiences.
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CONTENT & COPYWRITER (CORPORATE COMMUNICATION) - MAHINDRA RURAL HOUSING FINANCE LTD. (MRHFL) | MAY 2017 TO JANUARY 2021

- Devised punchy, attention-grabbing copy for newsletters, flyers and e-mailers that captured audience attention and boosted participation.
- Crafted intricate articles and presentations showcasing MRHFL's best practices, contributing to multiple organizational recognitions (like GPTW, TMW-[Internal], PCMM). MRHFL was ranked among India's Best Companies to Work For (Top 100) for four consecutive years during my tenure.
- Designed and executed internal communication strategies to drive employee engagement and organizational morale.
- Analyzed employee feedback to produce insightful reports, influencing HR strategies to improve retention. **A more detailed account of my role at MRHFL is provided [here](#).*

Key Impact:

- Played a pivotal role in MRHFL's recognition as a Great Place to Work® for 4 years by developing persuasive, impactful content.
- Increased readership and engagement through meticulously crafted copy and targeted content strategies.

CORE COMPETENCIES

Strategic Content & Copywriting	Creative Storytelling & Branding
SEO-Optimized Content Writing	Editing, Proofreading, & Research
Visual Content Design (Brochures, Posters)	Effective Written & Verbal Communication

EDUCATION

M.A in English	SNDT Women's University, India	2015 – 2017
B.A in English (Top 3 Rank Holder)	University of Mumbai, India	2012 – 2015

CERTIFICATIONS

- The Complete Copywriting Course: Write to Sell Like a Pro | Udemy | 2024
- Diplôme D'études En Langue Française (DELF) | Alliance Française de Bombay | 2016

ACHIEVEMENTS

- Instrumental in securing MRHFL's place in India's Best Companies to Work For (Top 100) for 4 consecutive years during my tenure (2018 to 2021).
- Authored a distinguished M.A. dissertation on "Anglophilia in Select Indian English Writing", showcasing expertise in narrative development.
- Achieved top academic rankings in B.A. English at Vaze College (University of Mumbai), 2015, underscoring a foundation in language mastery.