Swati Thapar

+31–(0) 616592674  
[swatithapar10@gmail.com](mailto:swatithapar10@gmail.com)

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| **Native level English Writer & Speaker (British Council Certified –** [**a58656b6**](englishscore.com/verify)**)** | |
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| I specialize in the creation of digital content for lead generation, marketing, and user experience. I write user-journey mapped copy consistent with the brand’s voice and tone across platforms, for B2B & B2C businesses.  Humanizing people's conversations with technology and solving problems with words is what truly excites me as a writer.  **Software and tools** I have worked with previously: Analytics and data management software (Certified SAS programmer), graphic design tools (Canva), marketing automation platforms (Mailchimp), content management systems (WordPress)and data analytics platforms for performance measurement and optimization (Google analytics, SAS, Voluum)  A native-level (C1) English speaker, certified in level B1 of the Dutch language.  Find my writing samples, design-thinking behind writing, and a video introduction in my portfolio at [www.swatithapar.com](http://www.swatithapar.com) | |
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| **WORK EXPERIENCE** | |
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| **Copywriter, Amsterdam** | **May 2022 – Present** |
| I create content to market and sell my personal brand.   * [Business Insider](https://www.businessinsider.nl/im-a-laid-off-copywriter-from-india-who-has-spent-7-years-in-amsterdam-if-i-cant-find-a-new-job-soon-i-may-have-to-leave-the-country/) did a story on me * [LinkedIn post](https://www.linkedin.com/feed/update/urn:li:activity:7000732331812474881/) went viral and brought a community together | |
| I have learned and grown by   * Being a mother * Reading books about product writing and collaborating in multicultural teams. Writing is Designing and The Culture Map top the list. * Working with a coach to navigate professional challenges * Making mistakes | |
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| **Copywriter, Massive Splash, Amsterdam** | **May 2019 – April 2022** |
| I executed business strategy for some of the biggest insurance providers and social casinos in the US with monthly advertising spend of over EUR100, 000 at this affiliate and performance marketing agency, through copy.  What I did:   * **created advertising copy** (Facebook ads, Google search ads) and **landing page content** * conducted **copy experiments to measure the impact of copy** (ROI) on key business metrics * collaborated with a multi-disciplined team of media buyers, graphic designers, and developers   Achievements in this role:   * A/B tested hundreds of ad copies that have generated leads at CPC (cost per click) as low as 0.10 euro * Converted leads to sales with an ROI (return on investment) as high as 200% * **Redesigned the recruitment process (intake tests) for a better user experience** that helped the company save 10,000 euros | |
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| **Behavioural Science Intern, GreenerU, Amsterdam** | **April 2018 – June 2018** |
| GreenerU (now GreenSwapp) is an application that uses science of behaviour to help its customers make low-impact, sustainable lifestyle choices   * Assisted with the **social media content aided by behavioural science concepts** to increase the app’s outreach | |
| **Digital Marketing Consultant, Techmantu, Bangalore** | **October 2014 - October 2015** |
| I managed the digitalmarketing strategy for a leading seller in the beauty Industry in The U.S. & a Telemedicine organisation providing online courses (priced up to USD 16,000) in dentistry and fetal medicine to medical professionals across the globe.  What I did   * Planned copy strategy and content calendar * **Designed messaging** for ads and integrated marketing campaigns, social media content, website content, weekly newsletters, and email campaigns * Lead and **collaborated with** a team of ad specialist (PPC expert), SEO specialist, graphic designer, and CRM specialists * **A/B tested** newsletter formats * Optimised content for SEO   Achievements in this role:   * Presentation to the training class of [Startup Leadership Program](https://www.startupleadership.com/) (SLP) 2014 (Bangalore Chapter) * Designed a Boot-camp to induct and mentor Associate Consultants for 5 weeks in skills required for consulting success | |
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| **Copywriter, Pathfynder Solutions, Jaipur** | **August 2013 - September 2014** |
| * Managed content & social media strategy of over 22 renowned clients in hospitality, lifestyle, automobile, and political domains * Conceptualised copy that highlight product, services, and the brand’s mission * Managed live coverage on social media, and cross-platform branding during product launches and other media events for global brands like **Harley Davidson, Kingfisher Beer,** etc. * Managed and developed long-form content for a local lifestyle blog, [Jaipur Beat](https://jaipurbeat.com/), with a connected follower base of over 100K subscribers | |
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| **Research Associate, CUTS International, Jaipur** | **September 2013 - April 2014** |
| Worked with an Indian research think tank on developing   * Briefing papers on renewable energy, addressing the Government of India * **Newspaper editorial** on the debt-restructuring issue of the electricity distribution companies | |
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| **FREELANCE WRITING** | **September 2017 - Present** |
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| I have been associated with news & opinion rooms as a freelance writer. Links to a few of my published articles are mentioned here: | |
| * [Guest Blogger – The Good Lobby, a European citizen lobbying group founded by Alberto Alemanno](https://www.linkedin.com/pulse/name-nudge-how-brands-manipulating-consumer-choices-swati-thapar-1c/) * [Writer for Market Mogul, a UK-based online news & opinion room](https://themarketmogul.com/public-policy-solutions-behavioural-science/) | |

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| **EDUCATION** | | |
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| **Masters in Economics,** TERI University | New Delhi, India | July 2012 |
| **B.A. (Hons.) Economics,** University of Rajasthan | Jaipur, India | July, 2010 |
| **Schooling**, Maharani Gayatri Devi (M.G.D.) Girls School | Jaipur, India | May 2007 |