

# Kiana's Creative Content & Copywriting Portfolio



*...because words do matter...*



## TESTIMONIAL

"Kiana was a pleasure to work with! She brought great insights to the work, went above and beyond expectations and is a great communicator. Looking forward to working with her again!"

Client: Johana Brody, Founder 'Go Blossom', Toronto, Canada.



# SHORT FORM COPY

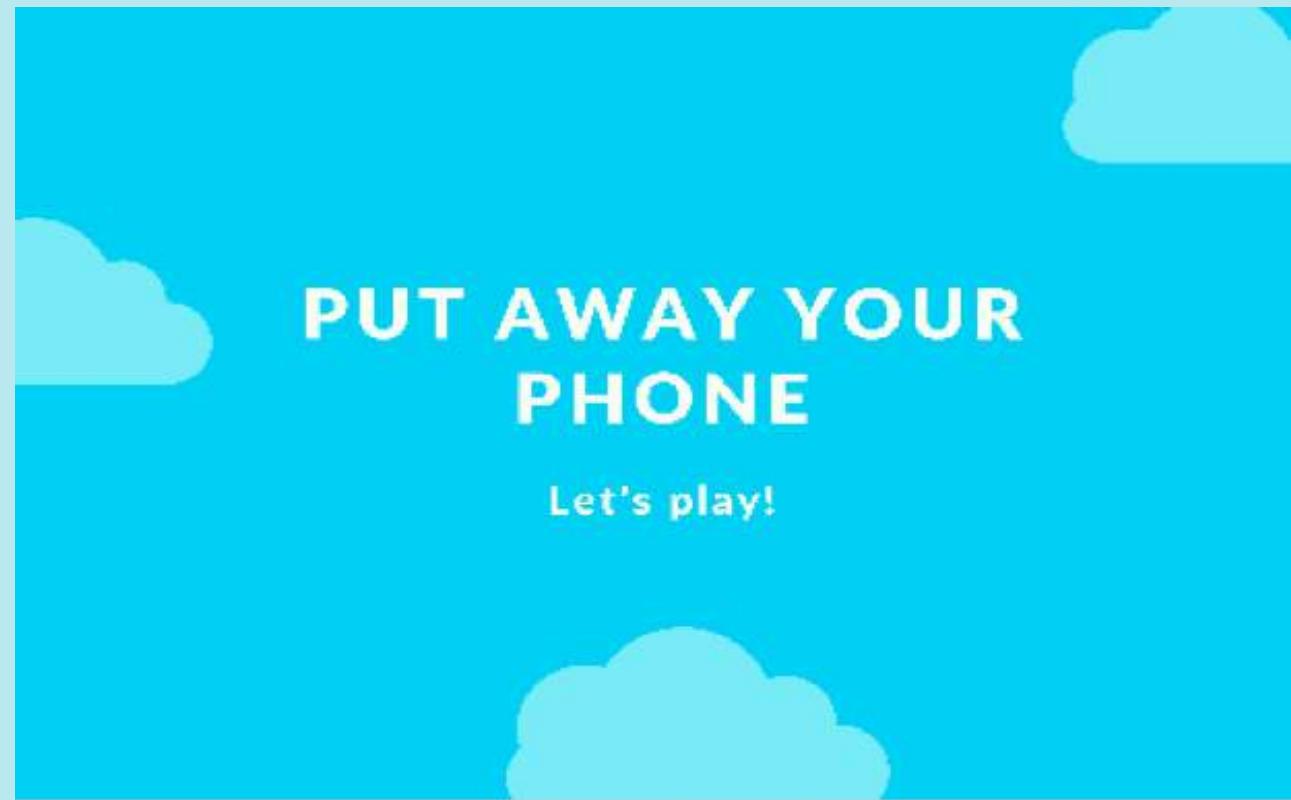
## Slogans, Taglines, Quotes

**Brand: Go Blossom**

**Tone of voice : Casual, Witty, Warm**

**Goal:**

- Creating short catchy phrases, slogans, promotional liners
- Copy should encourage users to use cell phones less or spark conversations about it.
- Re-writing the paragraph that conveys the idea behind Go Blossom.

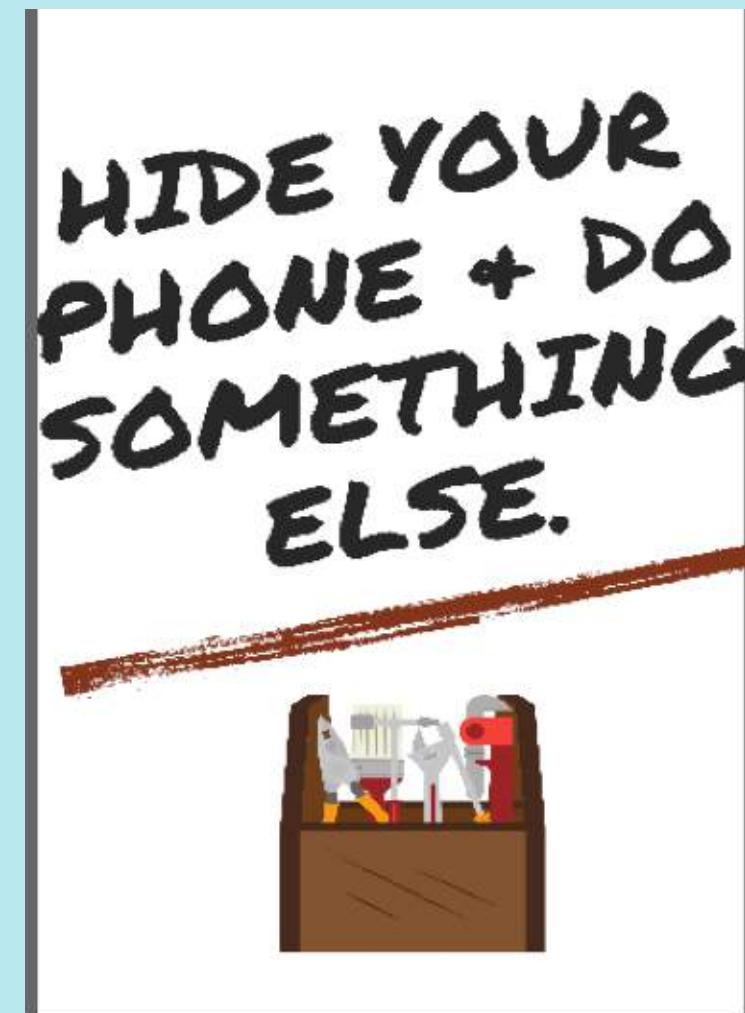


I helped creating voice for the upcoming life-style articles brand with witty, quirky, crisp and memorable copy that inspires.

# ONE LINER, CATCHY PHRASES

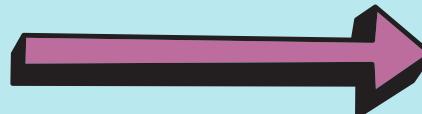
## Project: Go Blossom

- Go on Digital-Detox at Go Blossom!
- Don't let your cellphone own you.
- Let's take a 'phone-fast' & meet each other more.
- Try 'being in the now' spree. Go Phone Free.
- Take a fancy book and write. Don't always silly type!
- Write love letters. Don't just text.
- Don't be only phone friends. Be real friends.
- Put your phone in a box! Lock it.. INHALE DEEPLY.. RELAX!
- Try this. Have a phone fast an hour before sleeping!
- Give your fingertips some rest. WRITE, don't just type.
- Live like Vintage- No Phones!
- When you go to bed, leave your phone on the phone stand!

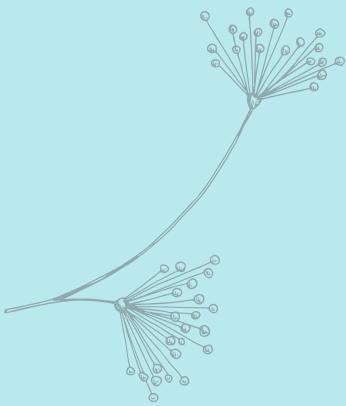


# I BELIEVE IN "SOUL~SOME" WORDS.

IDEA  
WORDS  
EMPATHETIC COPY



RESULTS  
or  
STORIES



## What do I aim for when I write for you?

- About products- I aim to write the copy that highlights product features as well as creates emotional engagement leading to purchase and long-term loyalty.
- About services- I aim to put complex information in a simple, easy-to-understand, and effective way, highlighting how it makes your clients' lives easier leading to utilizing services.

# SOCIAL MEDIA

Brand: Rapanui

Tone of voice: Trusting, Informative



A general copy capturing the essence of Rapanui.

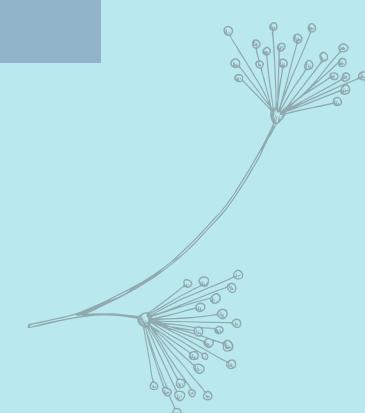
*Yup, 'reincarnation' is a big word.  
But we tackle it pretty well.*

*Send us your worn-out t-shirts, and we will turn that into  
a new one - with a new life.*

*Just as the word means- 'reincarnation'.  
But at Rapanui, that would be 'Tee-ncarnation'!*

*Are you a fashionista? or  
Do you care for the environment or concerned about the waste?  
Then use the fashion that makes sense.*

*Wear the clothes that add value to something you care about!  
Visit our website, read our story, buy some awesome clothes and  
feel the satisfaction of doing something for a good cause.*



*Be part of "Tee-ncarnation"(-:*



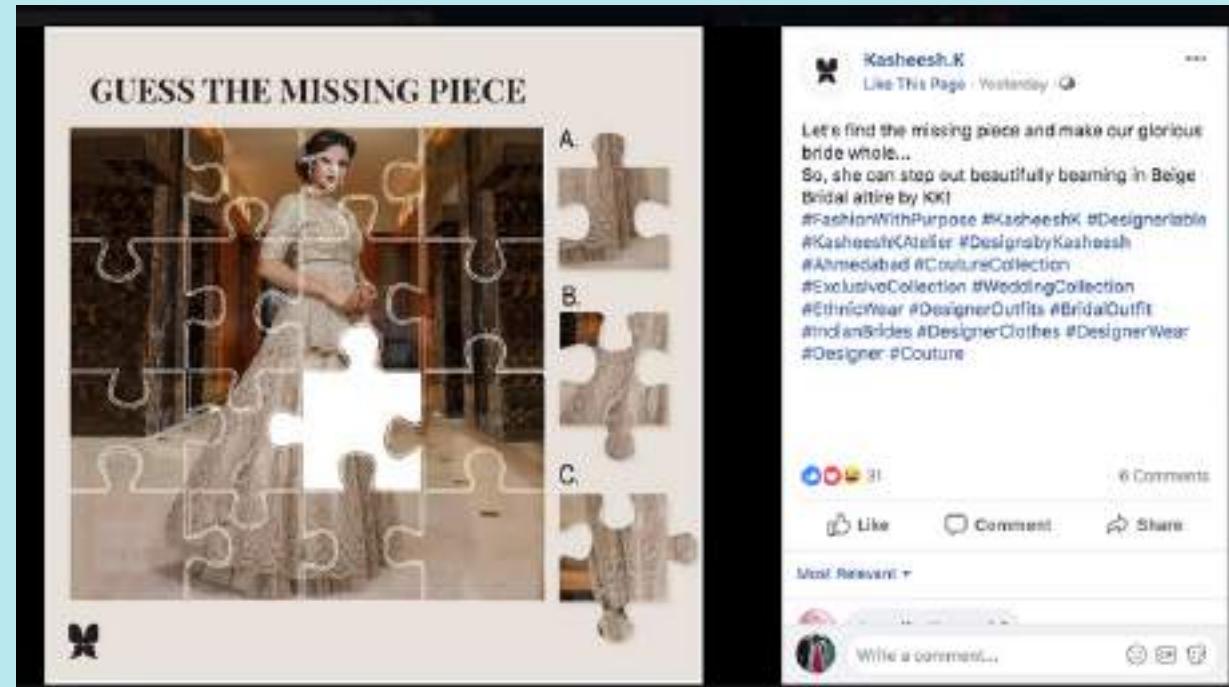
# SOCIAL MEDIA

**Brand: Kashish K**

**Tone of Voice : Elegant, Celebratory, Lavish**



Festive Offer Copy



Short FB copy with puzzle to keep clients entertained and engaged



New wedding collection invite copy



Product launch copy



Apparel-Product description Copy



**TASK:**

**Write copy for a minimalistic print ad for Biodegradable water bottle.  
Provide visual suggestion or image.**

**Tone: Encouraging, Informative, Minimalistic**

**COPY 1:-**

"Let's use biodegradable water bottles and thank the nature that nurtures."

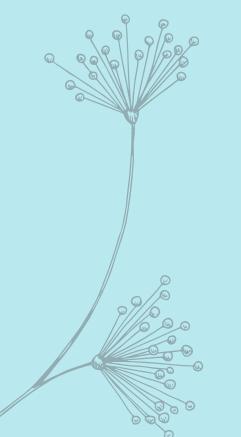


**COPY 2:-**

"Made from plants, bamboo and other biodegradable materials- these water bottles are our gift to the planet.

So let's share some load of responsibility for the home that bears us all.

Use biodegradable water bottles and help our planet."



**TASK:- Write copy for a brochure cover page concept for a pencil that produces music when you write.**  
**Provide visual suggestion.**

### **HEADLINES: Options**

The Latest & Coolest tool in the stationary world: A Musical Pencil.

Feel great when you write with this Musical Pencil.

Your words will flow smoothly with the Music.

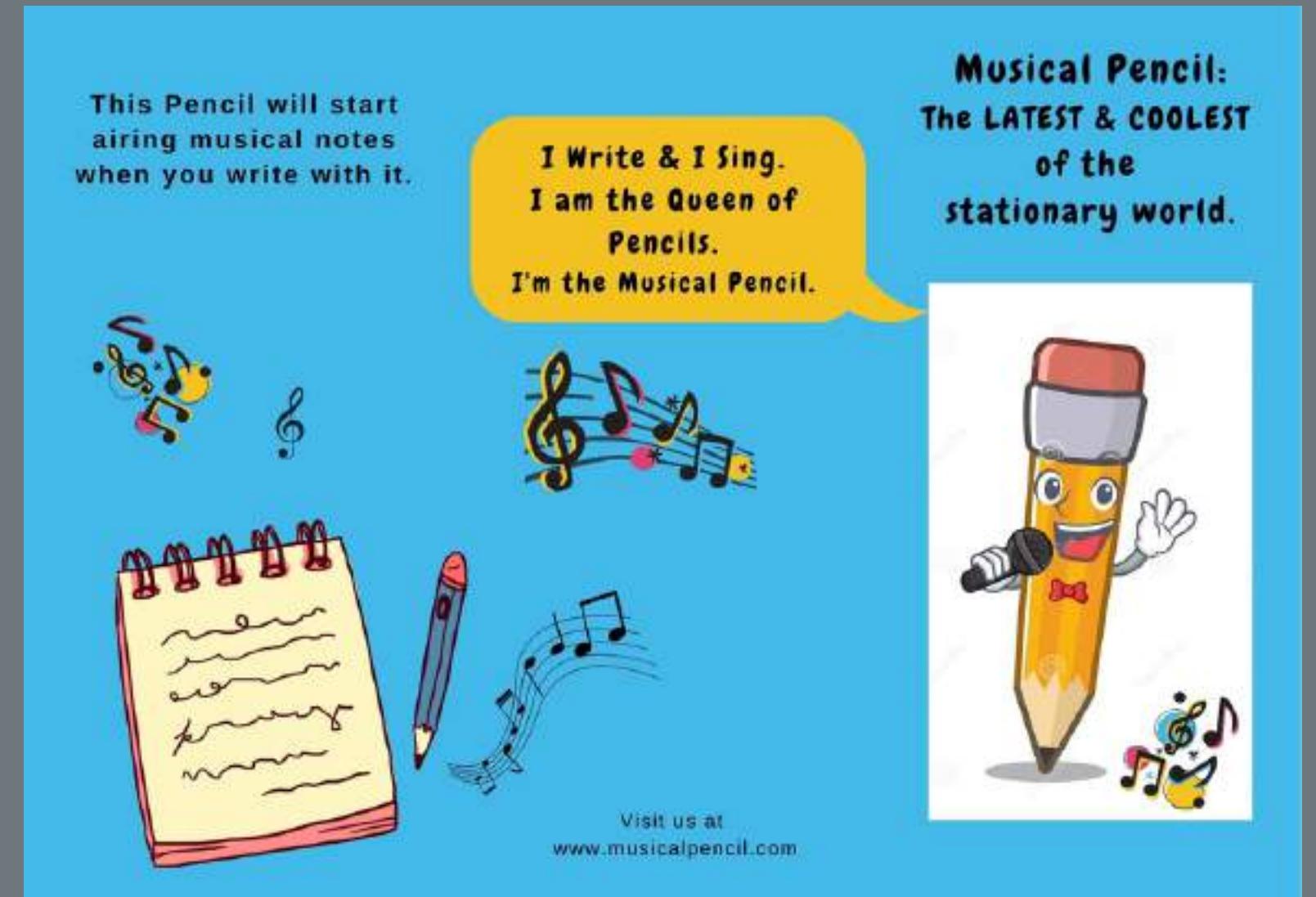
### **BODY TEXT:**

As soon as you hit that tip on the paper, this pencil will air musical notes, as smooth as fingers on the piano.

Work on your crossword,  
 Writer in your notebook,  
 Or simply shock your friends when you write with this Musical Pencil.

Treat yourself or surprise someone with this unique gift.  
 Check out our website to know more and how to get this Musical Pencil.

### **VISUAL SUGGESTION: TRIFOLD BROCHURE**

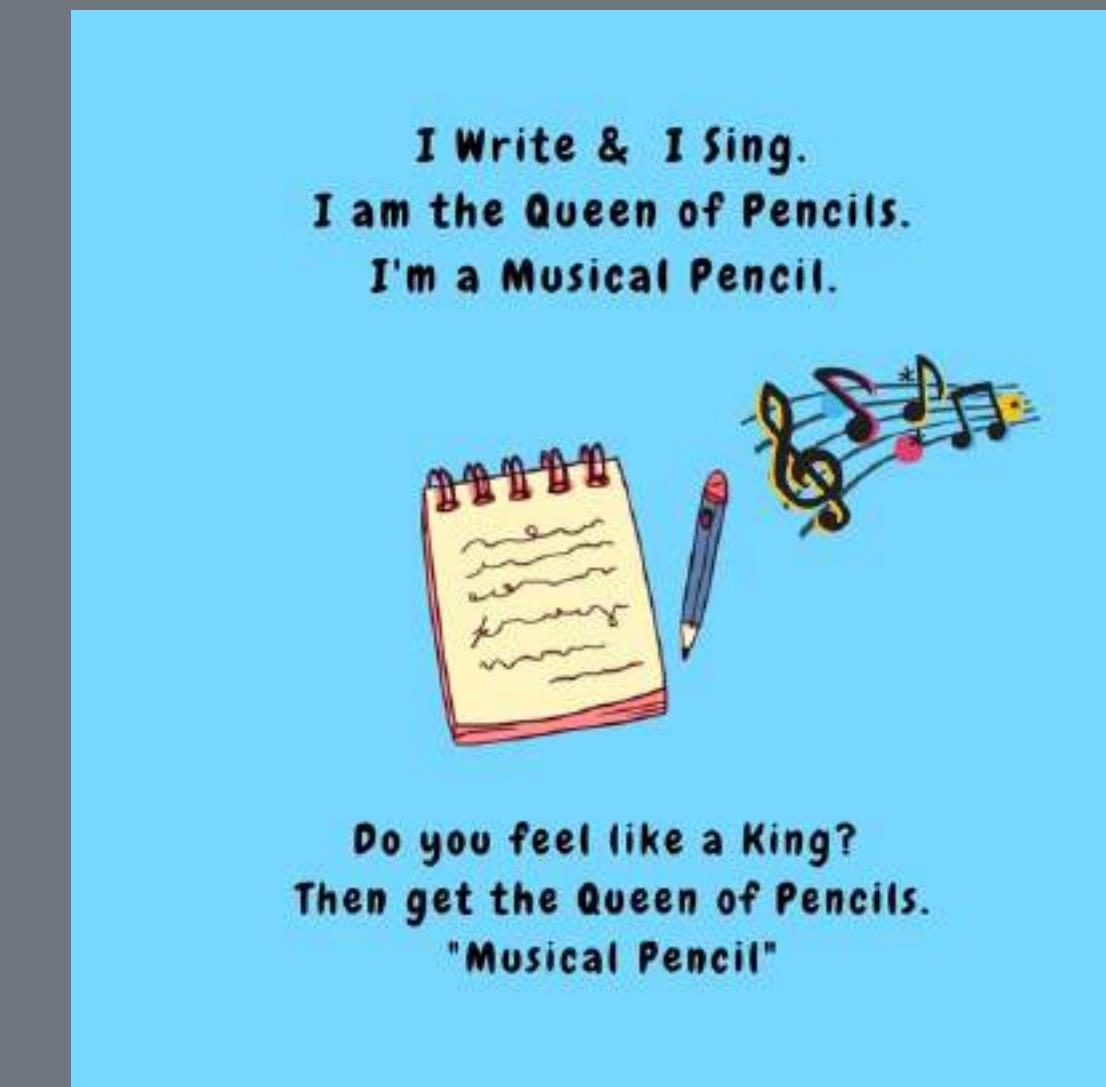
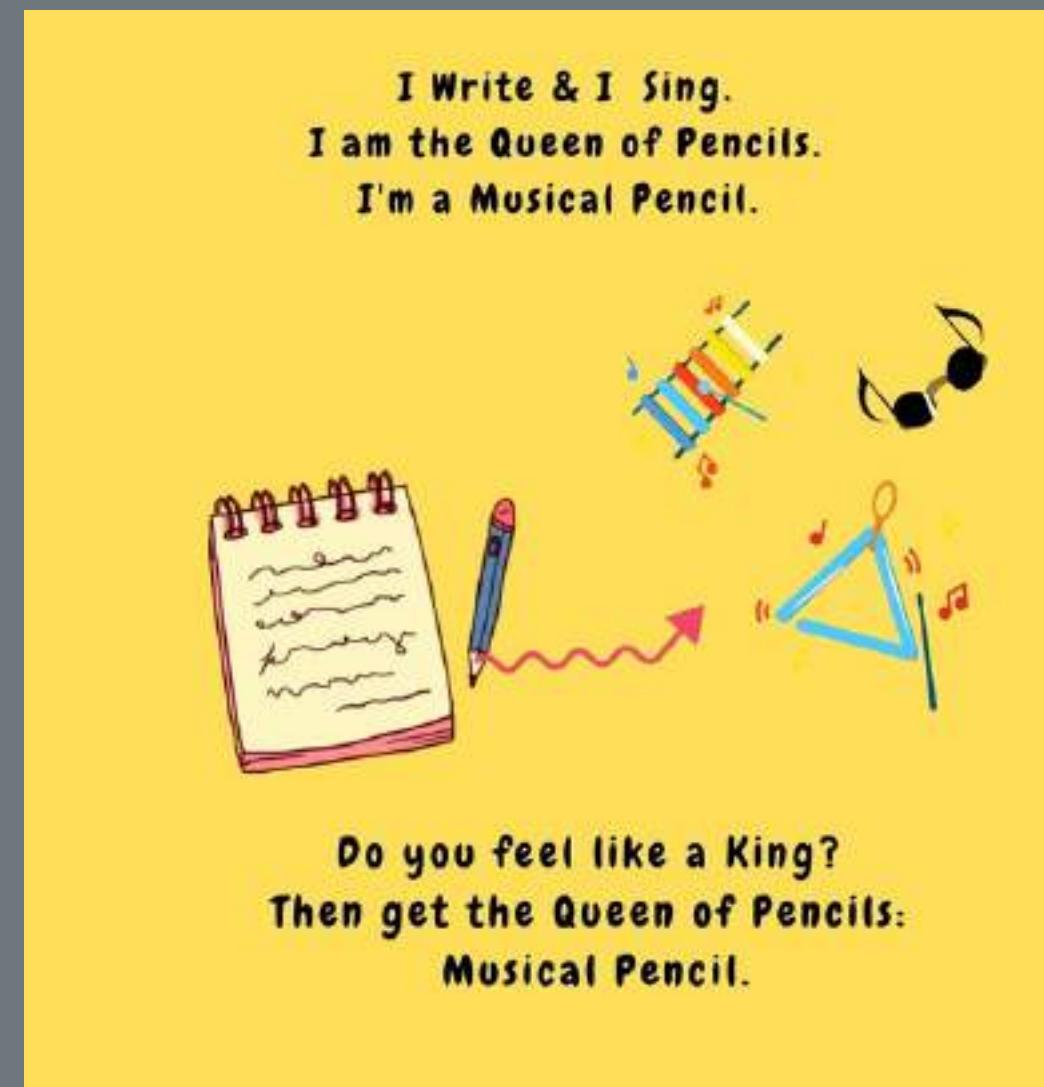


## TASK- MUSICAL PENCIL Copy and Visual Suggestions

Tone: Funny, Pleasant.

Target Audience: Mainly Children

### VISUAL SUGGESTION FOR SINGLE PAGES



# SOCIAL MEDIA

**Brand: Teemill**

**Tone of voice: Fresh, Challenging, Inspiring**



**A general copy capturing the essence of Teemill.**

*Wear words that spark conversations!*

*How?*

*Well, give us words or designs that you believe in and we make it wearable!*

*At Teemill,*

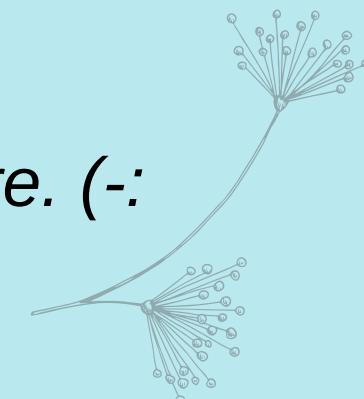
*find the liberty to say something you care about without actually saying it.*

*Because we take care of that by printing it on your Tee.*

*At Teemill,*

*Don't say it, Show it!*

*Go to the Teemill website to find out more and say more. (-:*



## SCRIPTWRITING

### ADVERTISING AGENCY EXPERIENCE:

Brainstorming and coming up with a TV ad concept and script:



Client: Shree Cement

# Delivered several concepts with various themes for a national brand.

Provided various themes:

- Ancient era theme
- Contemporary
- Emotional Dramatic
- Technical
- Funny, CGI heavy theme

Copy available if requested



Client: Bandhan TMT

# Created awesome concepts and scripts for TVC for a national brand forwarded to the client.

- Created concepts keeping in mind the brand ambassador.
- Provided two tv ad scripts with dialogues.
- Both were taken to the client and the celebrity brand ambassador's team.

Scripts available if requested

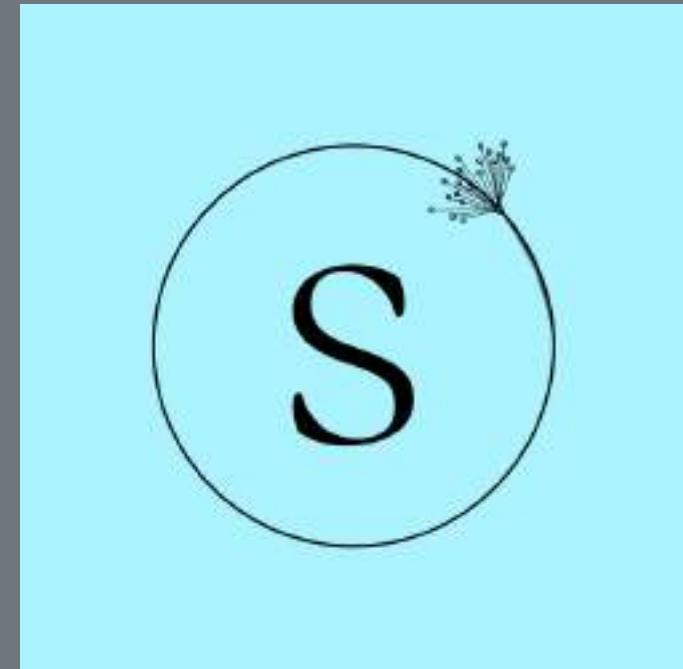
# YOUTUBE CHANNEL

**Project: Soul~Some**

**Tone of voice: Elegant, Emotive, Creative**

Goal: Providing new channel establishing content  
and all the creative material.

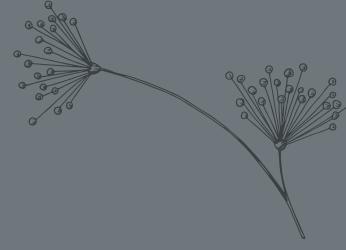
- CONCEPT
- STRATEGY
- CREATIVES
- SCRIPT COPY
- LOGO
- YOUTUBE BANNER
- EMAIL MARKETING



# VARIOUS SHORT AND LONG FORM COPY AND CONTENT

- Company Profiles
  - Websites
  - Brochures
  - E-commerce descriptions
  - Insta Copy
  - Twitter Captions
  - Facebook quotes
  - Linked In post & profile
  - Articles, Blog, Summary
  - Brand Name Creation
  - Tagline
  - Slogan
  - Visual Suggestion
  - Product Launch Invites
  - Festive Greetings
  - E-mail newsletter
  - E-mail marketing & invites
  - Scriptwriting
  - TV commercial
  - Youtube infotainment script
- LOVE this...**
- and more...**





## TESTIMONIAL

"Kiana was very understanding and delivered exactly what I was looking for. I totally recommend her, and will definitely call back again. She has done a great job."

Client: Ian C. Owner, Turf & Clover Landscaping, SA



## CONTENT & COPY

**Client: Turf & Clover Landscaping, SA**

Nature of Business: Landscaping and Pest Control.

Project: Creating a company profile for a Landscaping firm for a website.

Provide a tagline.

**Tone of voice: Friendly, Casual, Informative.**



***"Turf & Clover- for your evergreen pastures."***

***"We serve you beauty, with blooming gardens."***

***"We provide complete care for your landscapes."***

## CONTENT & COPY

**Client: Arome Global, Singapore**

Nature of business: Aromatherapy, Essential Oils

Project: Company profile for existing aromatherapy business.

Content for upcoming soap-making tutorials.

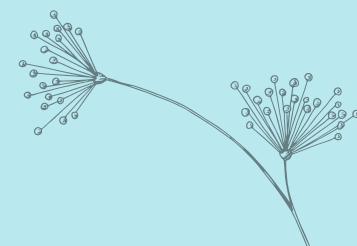
Tagline, Slogan.

**Tone of voice: Elegant, Healing, Inspiring**

Why choose us?

All of our products are designed and curated keeping in mind our motto -

***"Keep the stress away in a natural way."***



## CONTENT & COPY

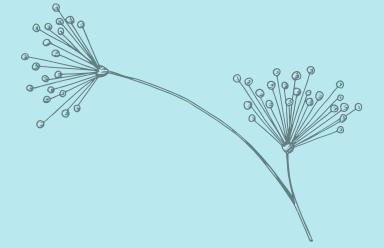


Client: RVR Accountancy, SA.

**Tone of voice: Dependable**

*"Grow and Thrive with RVR."*

*"We keep your accounts on track."*



Client: Intel I Bliss, UK

Nature of Business: IT Firm

**Tone of voice: Innovative, Semiformal**

*"Be Blessed with Intel i Bliss."*



*Client: Invest Go Ltd.- UK*

*Nature of business: Import Export*

**Tone of Voice: Dependable, Formal**

*"Go Far with Invest Go."*

*"Invest Go- Taking you further!"*

# PRINCIPLES

I value 4Cs in Content & Copywriting business:

- **CLEAR**
- **CONSISTANT**
- **COMPELLING**
- **CUSTOMER ORIENTED**



Yup 4Cs, just like in the diamond world!

Well, why not?

Carefully crafted words take time, skills and attention.

They are precious, just like sparkling diamonds!



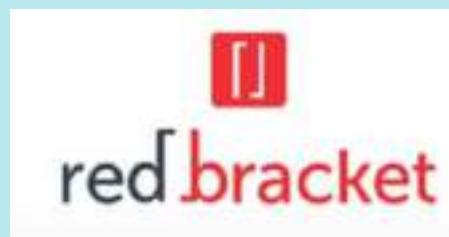
# CAMPAIGN FOR THE POETRY BOOK: CREATIVES



The campaign plan and material can be provided if requested



## Brands



## OTHER RELEVANT PROFESSIONAL SKILLS AND EXPERIENCE

- **SCREENWRITING:** Visual writing skills.

Adds great value in understanding the hook of the story-- "your brand story."

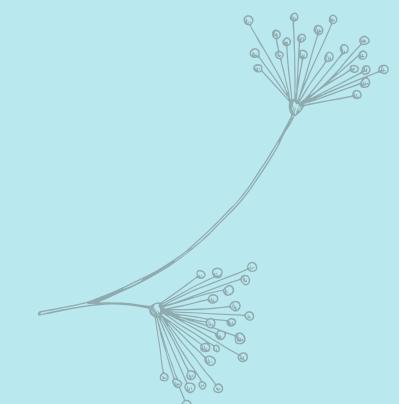
- **POETRY:** Art of expressing one's self in a few impactful words.

Poetic skills certainly help when creating short, sharp, emotive copy that would make the customer take an action.

**Essentially, I am a storyteller.**

Both above skills are complementary to content and copywriting.

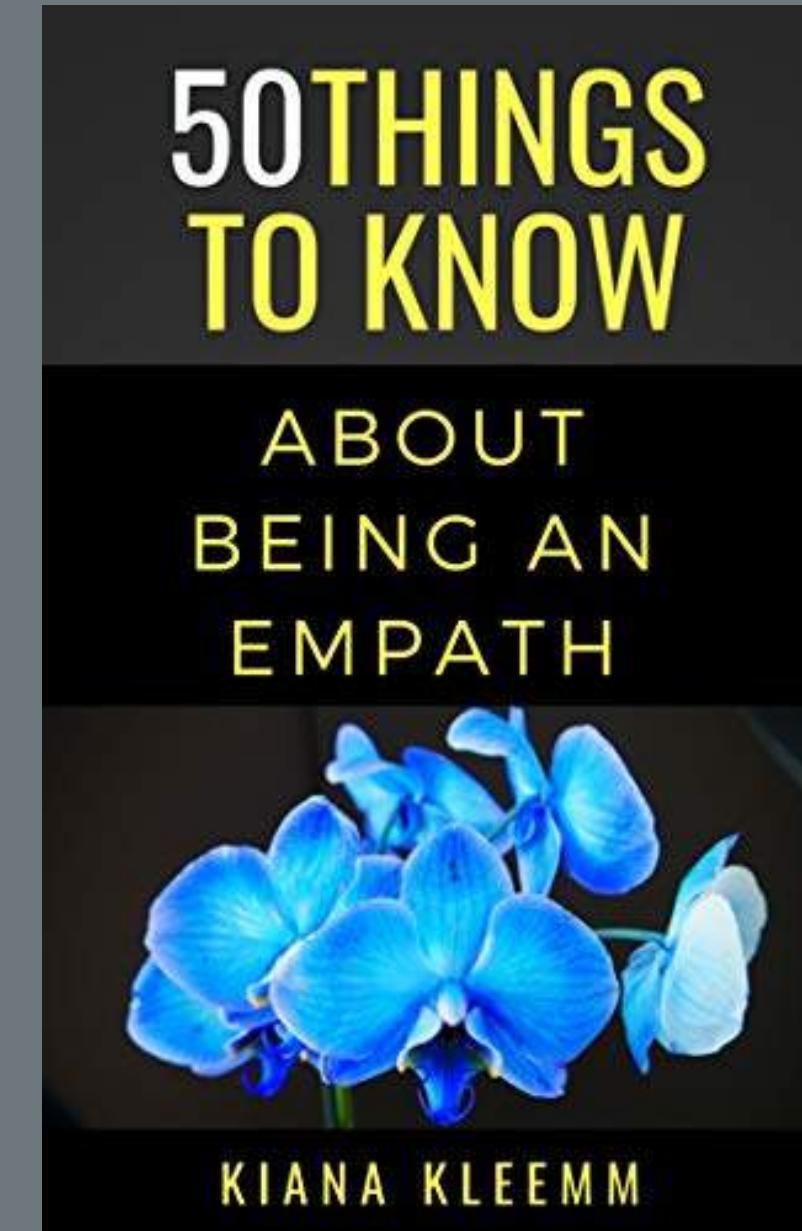
They add immense value while telling the story of your brand that generates results.



# PUBLISHED WORK



A Collection of Poetry  
Coverpage designed by me



Non-Fiction self-help  
Long form content e-book

# PITCH DECKS & CREATIVES



Please contact me or visit my website for loglines



## TESTIMONIALS FOR SCREENWRITING

**Project:- Developing a Screenplay from the concept given by a client.**

**Genre: Faith-based drama**

**Client:-Wally Veazie, USA**

"I employed Kiana to write a screenplay based on a concept I created. She did a fantastic job finding interesting and creative elements to include in the screenplay. Kiana was very attentive to staying within my goals and she asked many questions. I would recommend Kiana for screenplay writing."

**Project: Screenplay Polishing/Editing**

**Genre: Sci-fi Teenage drama**

**Client: Sara Pascoe, UK**

"I highly recommend Kiana! Her work is very helpful, and she's a pleasure to work with. She has excellent ideas and knows the craft of screenwriting!"

Check out my website for more screenwriting and poetry testimonials.





## CONTACT ME

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