

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

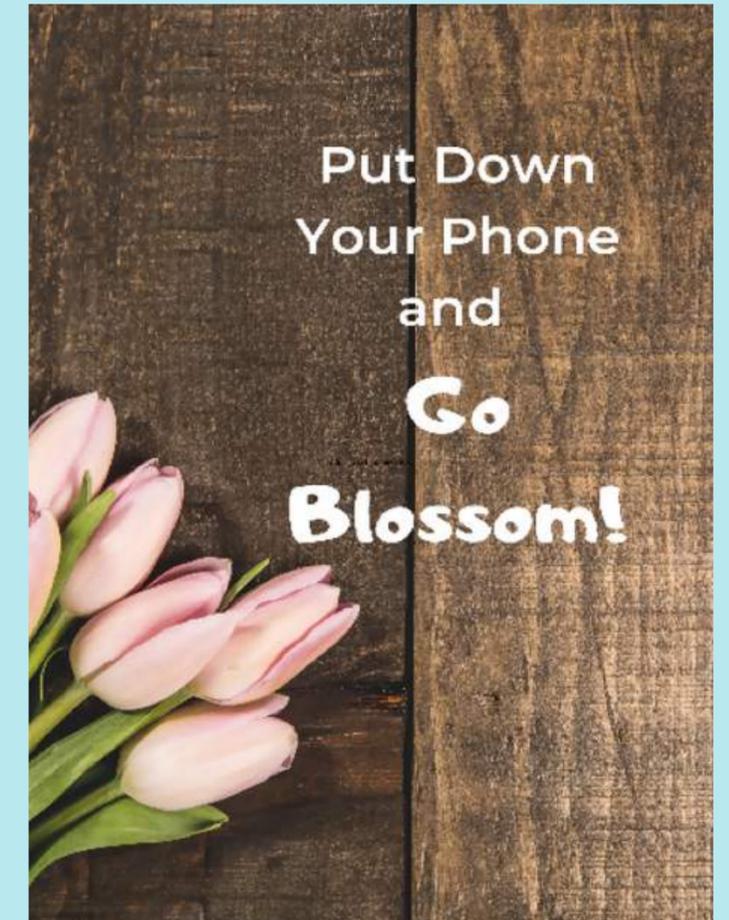
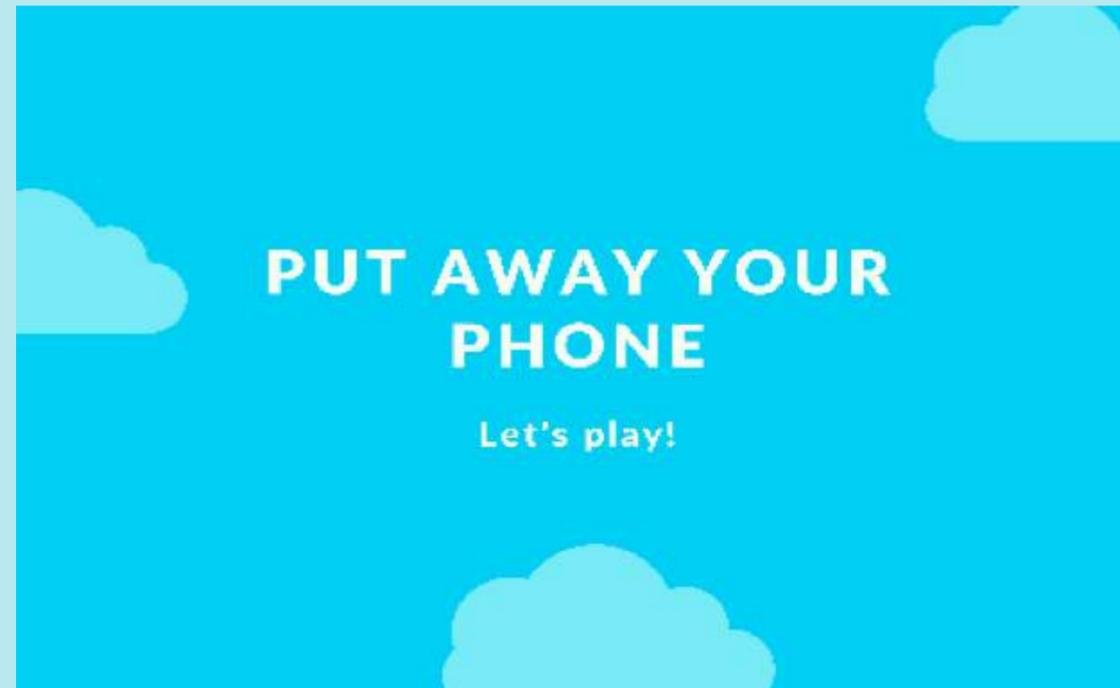


Brand: Go Blossom

Tone: 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.

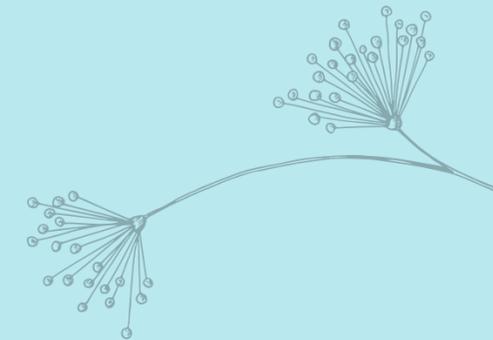


I helped creating voice for the upcoming life-style articles brand with witty, quirky, crisp and memorable copy that inspires.

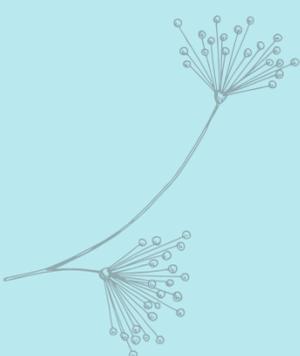
ONE LINER, CATCHY PHRASES

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: 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'!

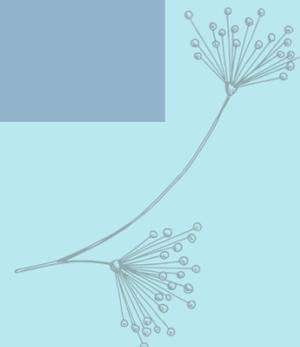
*Are you a fashionista? or
Do care for the environment or concerned about the waste?
Then use the fashion that makes sense!*

*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"(-:



REINCARNATION
TEE-NCARNATION
New Life, New Style

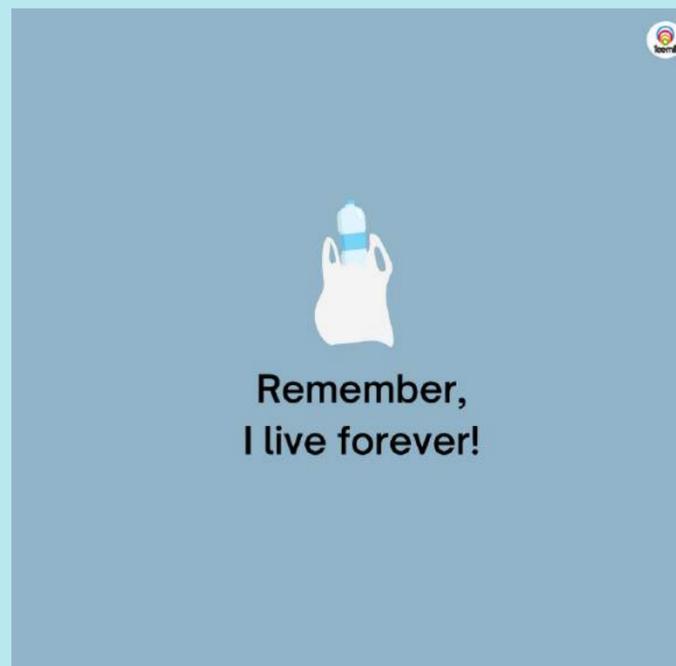


SOCIAL MEDIA



Brand: Teemill

Tone: 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,

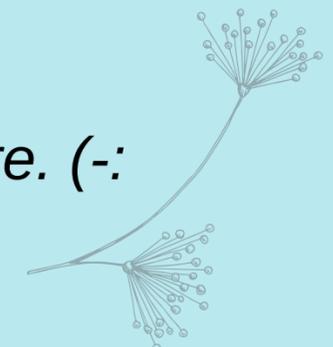
find the liberty to say something you care about without actually saying it.

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. (-:



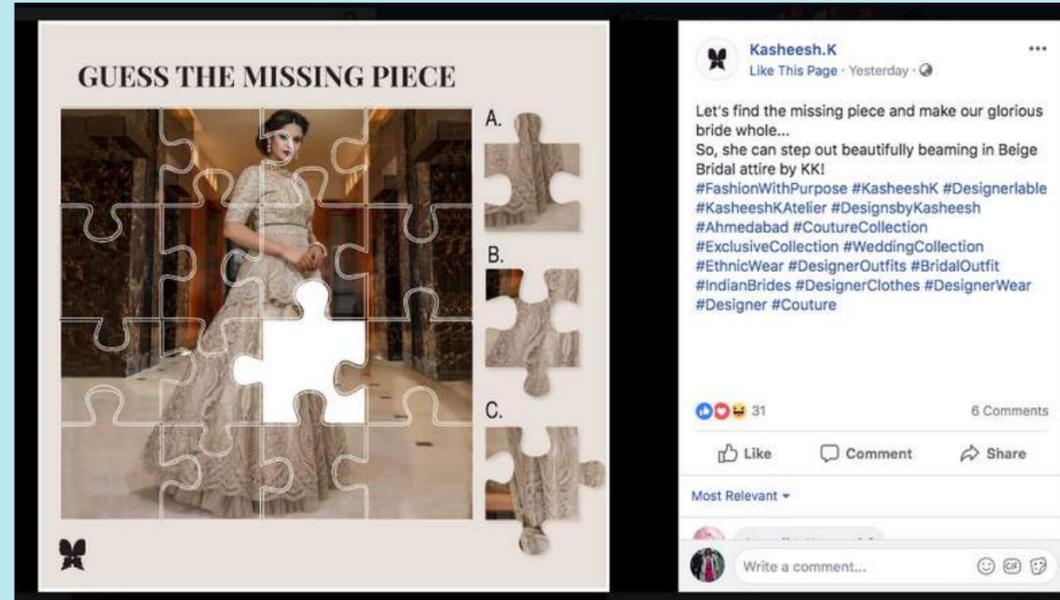
SOCIAL MEDIA

Brand: Kashish K

Brand Tone: 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



YOUTUBE SCRIPT

Mimosa Pudica

Brand: BeAmazed

Tone : Entertaining, Informative, Refreshing



THE SENSITIVE ONE..



TO TOUCH OR NOT TO TOUCH? THAT IS THE QUESTION! (:

THE SENSITIVE & THE SHY ONE...



TO TOUCH OR NOT TO TOUCH? THAT IS THE QUESTION! (:

Youtube Thumbnail designed by me -gif and jpg

Script copy can be provided if requested

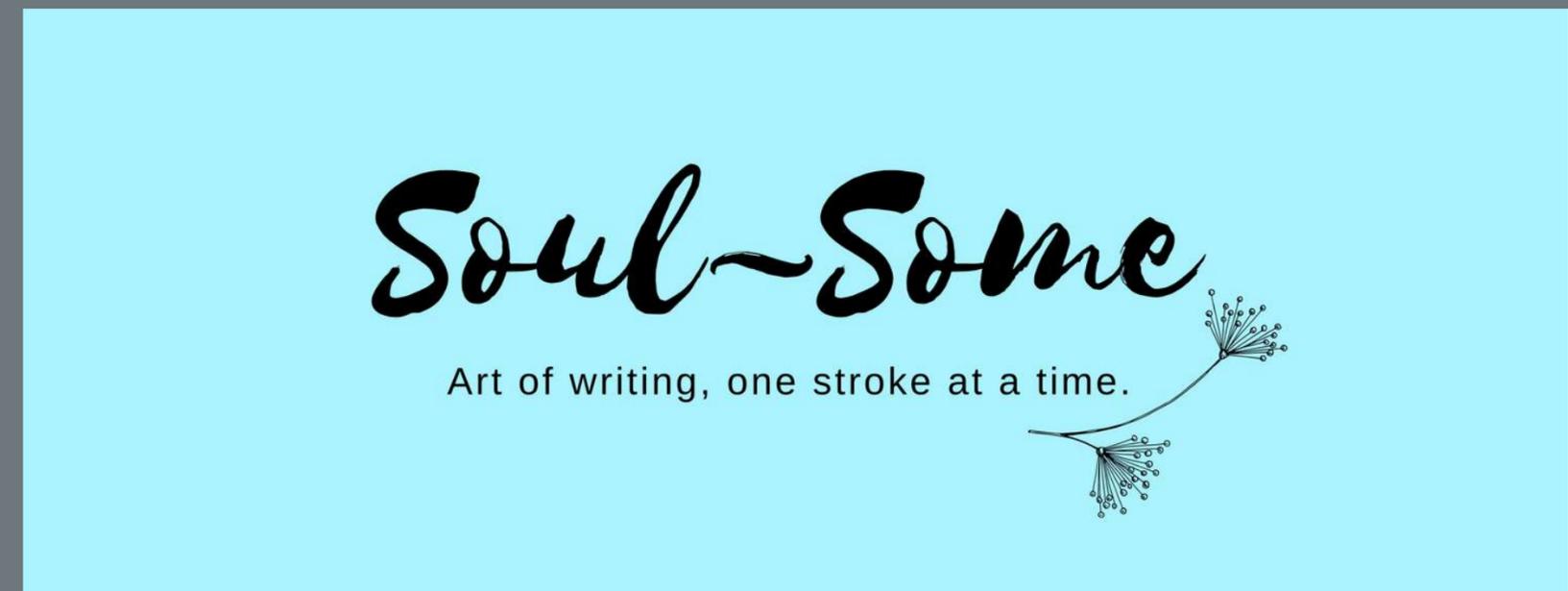
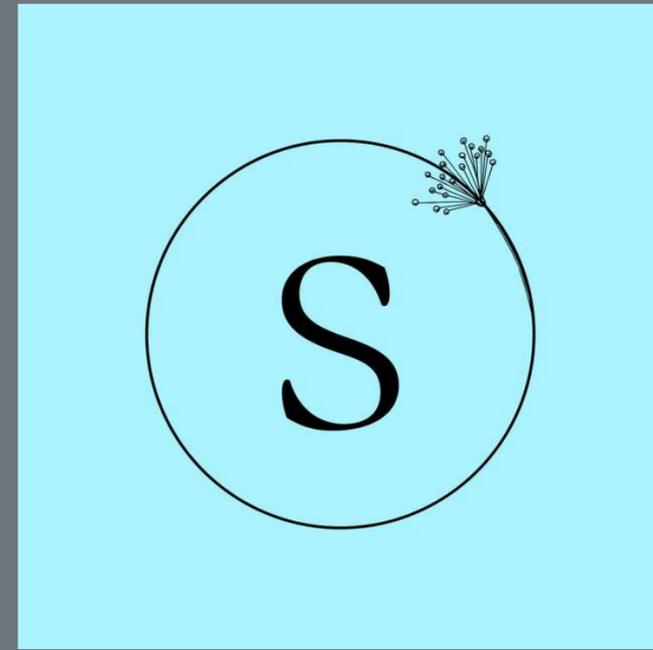
YOUTUBE CHANNEL

Project: Soul~Some

Brand Tone: 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**

 - **Articles**
 - **Blog**
 - **E-Book**
 - **Opinion Feature**
 - **Summary**

 - **Scriptwriting**
 - **TV commercial**
 - **Youtube infotainment script**
- **Insta Copy**
 - **Twitter Captions**
 - **Facebook quotes**

 - **Linked In post**
 - **Linked in profile**

 - **Product Launch Invites**
 - **Festive Greetings**
 - **E-mail newsletter**
 - **E-mail marketing & invites**

 - **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.

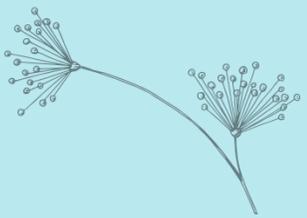
Provide a tagline.

Brand 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.

Brand voice: Elegant, Healing, Inspiring

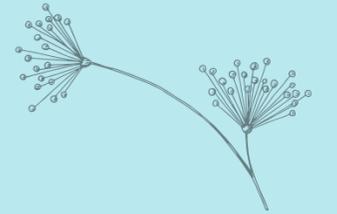
Why choose us?

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.
Brand Voice: Dependable
Grow and Thrive with RVR!
We keep your accounts on track.



Client: Intel i Bliss, UK
Nature of Business: IT Firm.
Brand Voice: Innovative, Semiformal
Be Blessed with Intel i Bliss.

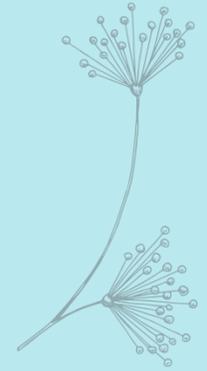


Client: Invest Go Ltd.- UK
Nature of business: Import Export
Brand Voice: Dependable, Formal
Go Far with Invest Go.
Invest Go- Taking you further!

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!



SCRIPTWRITING

ADVERTISING AGENCY EXPERIENCE:

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



Client: Shree Cement

Provided various themes:

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

Copy available if requested



Client: Bandhan TMT

- 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



CAMPAIGN FOR THE POETRY BOOK: CREATIVES

I calm your Mondays
With Milky white....

I brighten your Thursdays!
With YELLOW....

I excite your Tuesdays!
With RED....

I Soften your Fridays!
With PINK....

and then...

I nourish your Wednesdays!
With GREEN....

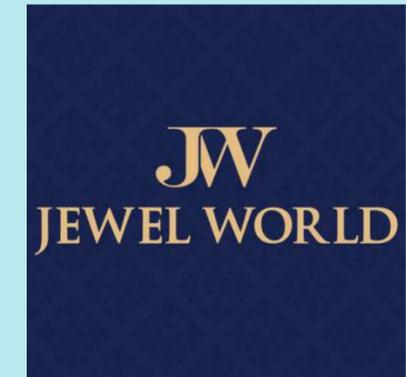
On Saturday....

I Kiss You Blue
by
Kiana Kleemm

The campaign plan and material can be provided if requested



Brands



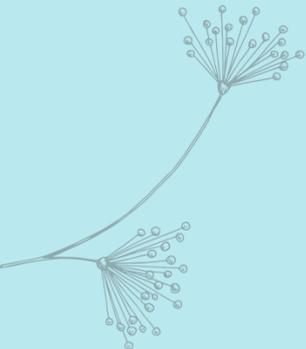


OTHER RELEVANT PROFESSIONAL SKILLS AND EXPERIENCE

- **SCREENWRITING:** Visual writing skills.
Adds great value in understanding the hook of the story-- "your brand story."
- **POETRY:** Art of expressing yourself 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.

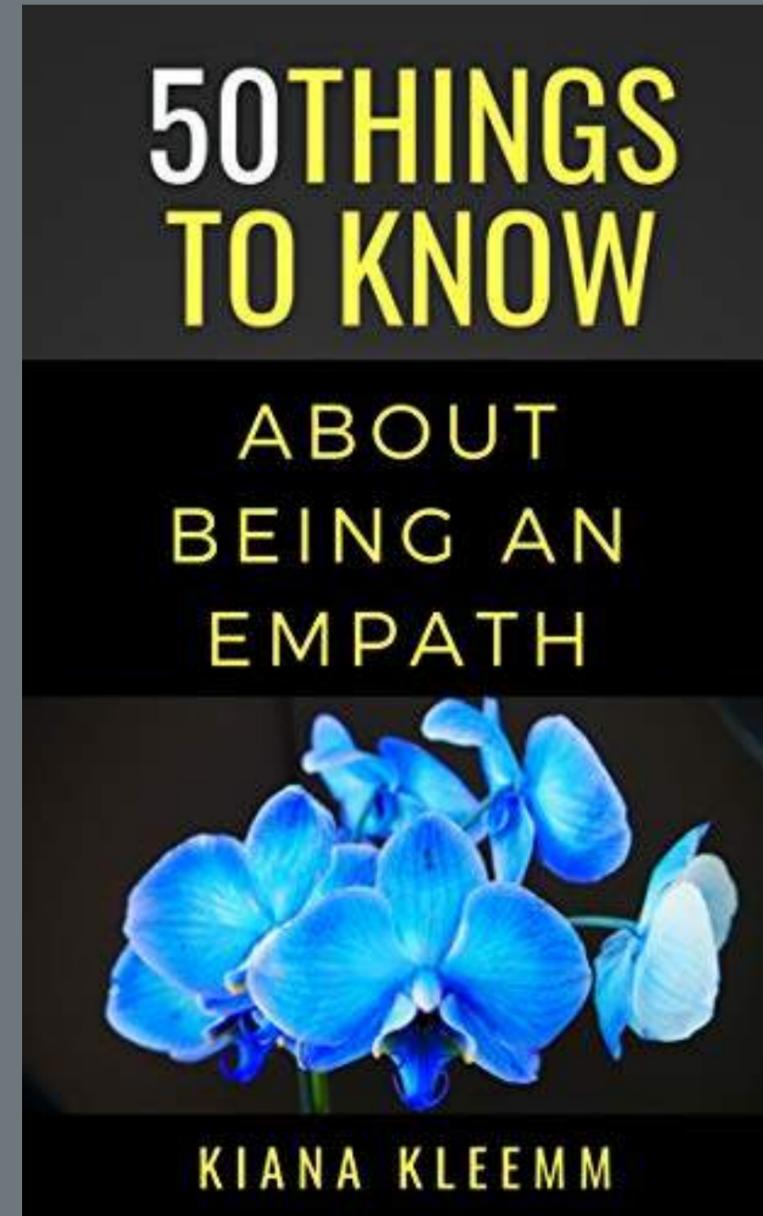
Both above skills are complementary to content and copywriting.
They add immense value while telling the story of your brand that generates results.



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

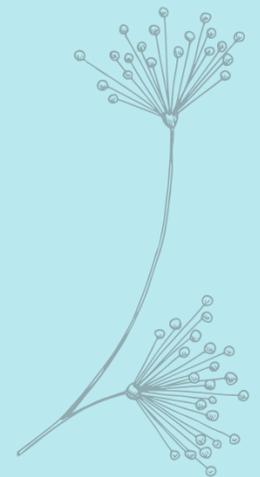
Client: Sara Pascoe, UK

"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.



**I can tell your brand story and create
Sales-driven copy & Engagement-driven content
that generate results.**





CONTACT ME

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