

NICHOLE MIRANDA

Copywriter | Nicholemiranda1@gmail.com | +971 50 241 2787 | Dubai, UAE

EXPERIENCE

OUTDOOR ADVENTURE

Copywriter for Adventure HQ // Writing high-energy social media copy and in-house radio scripts for this UAE-based outdoor gear brand.

Social media writer for Arctic Trucks Middle East // Writing copy promoting outdoor adventure for this motor conversion brand.

FOOD

Social media writer for Sharaf Media // Producing web content for Chill Out Dubai, Gelato, Cafe Italia, and Qureshi and Wong.

Web copywriter for Farm Box and Food4Life // Writing website copy and advertorial for these startup organic produce e-retailers.

PR Account Executive for the Bystro Group of Restaurants // Writing press releases and co-handling communications for this brand via Sociate PR

PR Account Executive for Dusty's Dubai // Writing press releases and co-handling communications for this brand via Sociate PR

PR Account Executive for Tribeca Dubai // Writing press releases and co-handling communications for this brand via Sociate PR

FASHION

Copywriter for Namshi // Creating content for this digital fashion

retailer's website, newsletters, and social media channels.

Copywriter for D2D Tailoring // Writing website, blog, and social media copy for this bespoke Emirati kandora label

BUSINESS, TRAVEL, AND LIFESTYLE

Copywriter for Electra Events and Exhibitions // Producing SEO-friendly news updates and newsletters about corporate events in the UAE.

Journalist for Property Weekly by Gulf News // Writing articles about real estate, interior design, and cultural hidden gems in Dubai for this real estate supplement.

Content writer for Read Magazine // Composing lifestyle articles for this weekly magazine; distributed in Dubai Metro stations.

EDUCATIONAL BACKGROUND

BA (honors) in Advertising and Public Relations Middlesex University

Subjects covered: Journalism, public relations, advertising, communications, and media studies.

Foundation course in humanitarian arts St. Andrew's Junior College of Arts

Subjects covered: Psychology, sociology, economics, and history.

ADDITIONAL SKILLS

Microsoft Office, Dropbox, Google Drive, WordPress, and mainstream social media channels (Instagram, Twitter, Facebook)