Ana Tiwathia

COPYWRITER

New York, NY

Experience

Press Officer

New York, NY
Oct 2019 - Present

United Nations Department of Global Communications

• Cover meetings of the General Assembly and its Main Committees, the Security Council and other major bodies of the United Nations, as a member of a two-person coverage team that produce a speaker-by-speaker account of the meeting topped by a lead that summarizes the proceedings and highlights the most newsworthy aspects;
• Cover briefings given by top United Nations officials, Member States, and summarize them, highlighting the most newsworthy elements;
• Research, summarize and prepare, on the basis of official UN documentation and other sources, background materials on specific topics or themes related to major meetings or conferences;
• Report accurately so that the press release is issued expeditiously;

Freelance Writer

Self

New York, NY
Apr 2014 - Present

▪ Director of content for T'zikal brand (beauty) including website content strategy and copy creation, social media strategy and copy, ongoing blog articles and marketing campaigns
▪ Blog and social media content strategy and copy creation for Oku brand (beauty)
▪ Misc. copywriting for Cosmopolitan/ Hearst
▪ Articles on the sharing economy, P2P marketing and women in tech for CEO of DesksNear.Me
▪ Product pages for Birchbox.com
▪ Branded content and native advertising campaigns for Greatist.com
▪ Wrote a series of award-winning articles on traveling in India for Time's Incredible India campaign https://theindia100.com
▪ Freelance writing for Furthermore.com

Associate Press Officer

United Nations Department for Public Information

New York, NY
Sep 2018 - Dec 2018

• Covered meetings of the General Assembly and its Main Committees, the Security Council and other major bodies of the United Nations, as a member of a two-person coverage team that produced a speaker-by-speaker account of the meeting topped by a lead that summarized the proceedings and highlighted the most newsworthy aspects;
• Covered briefings given by top United Nations officials, Member States, and summarize them, highlighting the most newsworthy elements;
• Researched, summarized and prepared, on the basis of official UN documentation and other sources, background materials on specific topics or themes related to major meetings or conferences;
• Reported accurately so that the press release is issued expeditiously;

Associate Press Officer

United Nations Department of Public Information

New York, NY
Oct 2017 - Dec 2017

• Covered meetings of the General Assembly and its Main Committees, the Security Council and other major bodies of the United Nations, as a member of a two-person coverage team that produced a speaker-by-speaker account of the meeting topped by a lead that summarized the proceedings and highlighted the most newsworthy aspects;
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• Researched, summarized and prepared, on the basis of official UN documentation and other sources, background materials on specific topics or themes related to major meetings or conferences;
• Reported accurately so that the press release is issued expeditiously;

Promotions Editor & Copywriter

DailyCandy

New York, NY
Oct 2013 - Apr 2014

▪ Wrote and edited a high volume of witty, compelling content under tight deadline requirements for DailyCandy promotions and advertising campaigns including dedicated emails, sponsored slide shows, onsite articles, sweepstakes messaging, banners, page hubs, and all other related material.
▪ Key collaborator on the conceptualization and production of custom advertising campaigns for Tiffany's, Guess, Canon, Energizer, Cottonelle, Olay, H&M, Chase, and more.
▪ Monitored open and click through rates for dedicated emails and adjusted content strategies accordingly.

Lead Digital Copywriter & Web Content Manager

UNIQLO

New York, NY
Mar 2013 - Oct 2013

• Drove new web initiatives that ensured the company's online presence from homepage, brand, product and category page updates.
• Managed online marketing campaigns, email blasts, site merchandising and overall site operations while meeting key performance indicators such as conversion, traffic, click through rates, etc.
• Created innovative and usable solutions across all platforms from e-commerce, mobile, and in-store by working cross functionally with Design, Developers, Marketing and Merchandising.
- Wrote product descriptions.

Commerce Editor and Copywriter

DailyCandy

New York, NY
May 2012 - Dec 2012

▪ Wrote and edited a high volume of engaging content for the DailyCandy Deals site under tight deadline requirements and shifting editorial calendars.
▪ Edited all Deals content in the Los Angeles, San Francisco, Seattle, Dallas, and Miami markets.
▪ Key collaborator on the conceptualization of marketing and promotional copy.
▪ Monitored open and click through rates for Commerce emails and adjusted content strategies accordingly.

Editorial Director, Content Strategist and Copywriter

Head Over Heels Marketing

New York, NY
Apr 2012 - Present

▪ Develop content strategies and produce all associated copy for various campaigns including Jurlique, Masik Fragrances and GloveOn.

Editorial Intern

Vice Media, Motherboard

New York, NY
Jan 2012 - May 2012

▪ Created unique, appealing content for the Motherboard blog including regular weekly editorial contributions.
▪ Produced the weekly newsletter, edited articles in the CMS, conducted MOS interviews, assisted in the production of video content.

Education

Masters of the Arts in Media Studies and International Affairs

The New School

New York, NY
Jan 2011 - Dec 2013

BFA

Tisch School of the Arts, New York University

New York, NY
Sep 1998 - May 2002

New section

BrandTale Award

I wrote the lead article for each section of the Time + Incredible India native advertising campaign which won a BrandTale award in 2018.