

SAIMON ALAM SHOVO

SENIOR COPYWRITER | AD COPYWRITER | BRAND STORYTELLER

I craft words that stop scrolls, build brands, and drive revenue - from Dhaka to the global market.

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PROFESSIONAL SUMMARY

Results-driven Senior Copywriter and Ad Copywriter with **6+ years of experience** crafting high-converting copy across social media ads, video scripts, landing pages, email sequences, and brand campaigns. Storytelling is the engine behind every word I write - transforming ordinary ad copy into revenue-generating content that moves people to act. Trained **10,000+ students** in copywriting and content marketing across leading Bangladeshi EdTech platforms. Co-founder of 3 ventures and creator of **Saimstory™** - Bangladesh's leading personal copywriting brand with **15,000+ organic followers**. Proven track record serving **500+ brands** across real estate, EdTech, FMCG, fashion, and e-commerce. Fluent in English and Bengali. AI-literate (ChatGPT, Claude AI). Open to global remote and on-site roles.

CORE COMPETENCIES

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| ▶ Direct-Response Ad Copywriting | ▶ Landing Page & Sales Page Copy | ▶ SEO Blog & Content Writing |
| ▶ Brand Storytelling & Voice Development | ▶ Video & UGC Ad Scripting | ▶ Content Strategy & Editorial Planning |
| ▶ Social Media Ad Copy (Meta & Google) | ▶ Email Marketing & Nurture Sequences | ▶ AI-Assisted Content Production |
| ▶ Static Ad Design Copywriting | ▶ Bengali & English Bilingual Copywriting | ▶ Copywriting Training & Mentorship |

PROFESSIONAL EXPERIENCE

Founder & Killer Copywriter

2020 - Present

Saimstory™ - Personal Copywriting Brand

- Founded Saimstory™ in 2020 - grew to Bangladesh's leading personal copywriting brand with **15,000+ organic followers** with zero paid promotion.
- Served **500+ brands** across 6 years delivering ad copy, landing pages, video scripts, and brand storytelling that drove measurable sales growth.
- Trained **10,000+ students** in copywriting and content marketing across Mentorian, Learn with Russel, LearningMate, Ostad, and ABP.
- Helped BD's leading digital marketing coach **Russel A Kawser** grow from scratch to **150,000+ followers & subscribers** across Facebook and YouTube.
- Active freelancer on Upwork and Fiverr; delivered high-converting copy for international clients across the UK, UAE, and South Asia.

Creative Director

May 2023 - February 2024

Advertainment - Digital Marketing Agency

- Directed creative and copy strategy for **10+ brand accounts**, overseeing all ad copywriting, content production, and campaign execution.
- Produced AI-powered Eid ul-Fitr 2026 motion graphics campaign for **5 major Bangladeshi brands simultaneously**, delivered on time and on budget.
- Established brand voice guidelines; aligned copy with media buying team to consistently hit ROAS targets across all active accounts.

Co-Founder & Lead Copywriter

January 2024 - June 2026

Content Factory - Content Production Agency

- Co-founded agency; scaled client base from 0 to **10+ active brand retainers** within the first year of operations.
- Delivered **100+ copy assets monthly** - ad copy, video scripts, email sequences, landing pages, and social content for BD brands.
- Managed and mentored a team of content specialists maintaining consistent quality and 100% on-time delivery rate.

Co-Founder

February 2024 - June 2026

Team Digital - Digital Marketing Agency

- Co-built SEO, SEM, and paid social offerings for growth-stage Bangladeshi businesses; oversaw all copy and content deliverables.
- Copy strategy contributed to consistent month-on-month client lead volume growth across all active accounts.

Co-Founder & Content Strategist

October 2024 - June 2026

Learning Mate - EdTech Platform

- Wrote all course landing pages, onboarding copy, and storytelling-led growth content; contributed directly to early user acquisition and platform engagement.

Head of Social Media Marketing

October 2020 - December 2022

Mentorian EdTech

- Led social media strategy growing organic reach by **3x** and reducing cost per lead by **40%** through SEO-driven content and optimised ad copy.
- Managed full content calendar, ad copy, and community engagement across Facebook and Instagram.

Copywriter

May 2020 - February 2022

Storyteller Agency

- Wrote conversion-focused copy for **10+ brands** across FMCG, retail, and services; helped clients build distinct brand voices that increased online sales.

Social Media Executive

July 2019 - December 2019

AtoZ-Bikroy.com

- Managed social media presence and customer engagement; generated qualified inbound sales leads through organic content.

NOTABLE CLIENTS & PROJECTS

- Monalisa Sanitary Napkin** (Bashundhara Group) - Women's Day campaign ad copy & scripts
- Fit Elegance** - 12+ months full social media copy, awareness & sales campaigns end-to-end
- Bonobhumi Diabetes Tea** - Full 12-month sales campaign copy strategy & execution
- Sightseeing Roma** (Italy) - International SEO travel blog content for Rome ticket agency
- LazyChat** - Content direction & copy strategy for SaaS product launch
- Daraz Bangladesh & Arctic Hunter BD** - Promotional scripts for national e-commerce campaigns
- Style Hut with Tonmoy** - Scripted 10+ videos each achieving **1M+ views** (celebrity fashion content creator)
- Paikarighor** - 1,000+ sales scripts written for skincare product range
- Artshala** - 6-month ongoing copywriting retainer
- Real Estate Portfolio** - NextHome Properties, Pushpodhara Properties, BTM Investment, Village Meat Agro, The Bay Icon

PORTFOLIO - LIVE WORK SAMPLES

- Facebook Brand Copy (1)** - bit.ly/saimstory-post1
- Facebook Brand Copy (2)** - bit.ly/saimstory-post2
- Campaign Script - Monalisa** - bit.ly/saimstory-monalisa
- Video Script - Raham Pain Relief Oil** - bit.ly/saimstory-raham
- Sales Copy - Eid EdTech Offer** - bit.ly/saimstory-eidcopy

Client revenue data kept confidential per NDA.

TRAINING & INDUSTRY PRESENCE

- Mentorian EdTech** - Copywriting & content instructor
- Learn with Russel** - Copywriting trainer
- LearningMate** - Co-founder & content trainer
- Ostad** - Copywriting course instructor
- ABP** (Academy of Business Professionals) - Content marketing trainer
- Participant:** Tarunner Joyotsob, Tarunner Joygan, Soft Expo, Business Story Writing Event

EDUCATION

Bachelor of Social Science (BSS)

Govt. Bangabandhu College, Dhaka

Completed 2025

Higher Secondary Certificate (Science)

Vashantek Govt. College, Dhaka

Secondary School Certificate (Science)

Kingshuk Participatory High School

LANGUAGES

Bengali - Native Fluency

English - Professional Fluency (Written & Spoken)

CERTIFICATION

Microsoft Certified Professional

ACHIEVEMENTS

- Grew Saimstory™ to **15,000+ organic followers** as The Killer Copywriter in Bangladesh
- Trained **10,000+ students** in copywriting across 5 EdTech platforms
- Best Debater Award - Vashantek Government College
- 2nd Prize, Science Fair - Monipur School, Chemistry (2017 & 2018)

TOOLS & TECHNOLOGY

Meta Ads Manager

Google Ads

Canva

Adobe Photoshop

WordPress

SEMrush

Ahrefs

Beehiiv

Substack

Upwork

Fiverr

ChatGPT

Claude AI

Google Docs

MS Office