Roselina Vundi

Copy and Content Writer

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PROFILE

Copy and Content Writer with 5+ years of experience creating clear, compelling content for brands, academic institutions, and public audiences. At White Thoughts and Branding, developed advertising copy and campaign messaging for real estate, furniture, and healthcare clients, contributing to a campaign associated with a 20% sales increase and healthcare content that helped generate 30+ leads. At Culture Unraveled, developed 100+ long-form articles and contributed to audience growth from 25K to 51K+ followers (+104%) through audience-focused content. At the Indian School of Business, advanced 6+ MBA-level cases through research and editorial judgment. Education in theology, ethics, intercultural studies, and psychology strengthened source interpretation and understanding of diverse perspectives, enabling thoughtful research, audience-sensitive messaging, and clear storytelling.

PROFESSIONAL EXPERIENCE

Case Writer & Content Researcher

Indian School of Business - Centre for Case Development, Hyderabad | Jul 2025 - Jan 2026

- Advanced the development of 6+ MBA-level cases by interpreting complex source material and applying editorial judgment to clarify business problems for faculty and student audiences.
- Built working fluency in marketing and business strategy within 3 weeks by synthesizing business data and teaching objectives into decision-focused case material.
- Secured managerial and faculty approval within 1 week for a marketing case narrative by designing ChatGPT prompts to explore narrative frameworks and sharpen the protagonist’s central decision.
- Reduced case-development and proofreading turnaround by 50% against typical team turnaround time by combining AI-assisted narrative development with editorial review.

Content Specialist & Editorial Lead, Founder’s Office

Culture Unraveled - Life Focus Society, Bangalore | Aug 2020 - Jul 2025

- Owned the editorial lifecycle across ideation, research, writing, editing, and publishing, contributing to audience growth from 25,000 to 51,000+ followers over five years.
- Developed 100+ long-form pieces interpreting cultural subjects for a broad readership while maintaining a consistent editorial voice.
- Used audience engagement analytics to identify interest in anime and expand coverage into the genre, generating audience discussion; one article attracted 7,000 views.
- Designed and delivered training for a five-member team on audience-focused content frameworks and marketing strategies.
- Collaborated with the founder on content strategy, stakeholder engagement, and multi-city events, coordinating with 50+ stakeholders at a time.

Editor

Ansrsource, Bangalore | May 2023 - Sep 2023

- Edited and quality-reviewed 1,500+ pieces of online course content under tight deadlines, applying standards for accuracy, clarity, consistency, and accessibility.
- Audited and restructured learning materials across LMS platforms, including Blackboard, to improve content organization and navigation.

Copywriter

White Thoughts and Branding, Hyderabad | Dec 2022 - Jan 2023

- Developed advertising copy and campaign messaging for real estate, furniture, and healthcare clients, adapting content to audience needs and commercial objectives.
- Collaborated with the marketing director and SEO and analytics specialists to interpret industry trends and ad performance, informing revisions to messaging, content design, and audience targeting.
- Contributed copy and messaging to a real estate campaign associated with a 20% increase in sales.
- Partnered with SEO and analytics colleagues on healthcare marketing content that helped generate 30+ leads.

SKILLS

- Advertising copywriting and campaign messaging
- Long-form content writing, research, and storytelling
- Content strategy, brand voice, and audience adaptation
- Editing, proofreading, and editorial quality review
- Audience engagement analysis and collaboration with SEO and marketing teams
- AI-assisted ideation, prompt development, and stakeholder communication

Tools: ChatGPT, Google Workspace, Microsoft Office, WordPress, and Blackboard

EDUCATION

Master of Theology in Theology and Ethics

SAIACS, Bangalore | Jun 2020 - Apr 2022

Dissertation: Trinitarian Spirituality

Master of Arts in Intercultural Theology

Protestant Theological University, Groningen, Netherlands | Aug 2018 - Aug 2019

Included a study visit to Wycliffe Hall, Oxford.

Master of Arts in Christian Studies

SAIACS, Bangalore | Jun 2016 - Apr 2018

Bachelor of Arts in Psychology

St. Francis College for Women, Hyderabad | Jun 2013 - Apr 2016

NOTABLE PROJECTS

Collaborative Seminar - Impact of AI on Theological Thinking

Ecumenical Christian Centre, Bangalore | Aug 2024 - Jan 2025

- Led a student team researching AI’s implications for theological thinking and knowledge interpretation, culminating in a seminary-wide presentation.
- Developed research-based material examining AI use in theological study and addressing misconceptions about its capabilities and limitations.
- Coordinated research, presentation development, and event delivery to support discussion of AI’s role in learning and scholarship.

RESEARCH PUBLICATIONS

Influence of Artificial Intelligence and it's Impact on Theological Thinking

Virtual Socialization among College Students: An Analysis through Self-Esteem, Psychological Needs and Narcissism

REFERENCES

Available on Request