

PAULA SMIRI

CONTACT: SMIRIPAULA96@GMAIL.COM
PORTFOLIO: [HTTPS://PAULA-SMIRI.LOVABLE.APP/](https://PAULA-SMIRI.LOVABLE.APP/)

ABOUT

BETWEEN THE BRAND AND THE AUDIENCE,
THERE'S USUALLY A STORY WORTH TELLING.
THAT'S WHERE I START.

I'M A COPYWRITER AND CONCEPT-LED
CREATIVE WORKING ACROSS **SOCIAL,**
CONTENT AND BRAND STORYTELLING.

I LOOK FOR THE SIMPLE THOUGHT INSIDE
THE COMPLICATED ONE, AND THE HUMAN
ANGLE BEHIND THE BRAND MESSAGE.

BASED IN GERMANY. WORKING
INTERNATIONALLY.

ME



PAULA SMIRI

CONTACT: SMIRIPAULA96@GMAIL.COM
PORTFOLIO: [HTTPS://PAULA-SMIRI.LOVABLE.APP/](https://PAULA-SMIRI.LOVABLE.APP/)

I AM HERE FOR

BRANDS, ORGANISATIONS AND PEOPLE WHO HAVE SOMETHING WORTH SAYING, BUT NEED HELP SAYING IT IN A WAY PEOPLE ACTUALLY WANT TO HEAR.

FROM STARTUPS FINDING THEIR VOICE TO ESTABLISHED BRANDS LOOKING FOR SHARPER WAYS TO SHOW UP ONLINE.

WHAT I BRING

STRATEGY. COPY. CONCEPTS. SOCIAL.
AND A HEALTHY OBSESSION WITH GETTING THE IDEA RIGHT.



PAULA SMIRI

CONTACT: SMIRIPAULA96@GMAIL.COM
PORTFOLIO: [HTTPS://PAULA-SMIRI.LOVABLE.APP/](https://PAULA-SMIRI.LOVABLE.APP/)

COPY

WORDS AREN'T DECORATION.

THE RIGHT ONES GIVE BRANDS A VOICE, MAKE IDEAS CLEARER AND EARN ATTENTION WITHOUT ASKING FOR IT.

FROM A HEADLINE TO A CAMPAIGN, A SOCIAL POST TO A SCRIPT, EVERY WORD HAS A JOB.

AS SHORT AS POSSIBLE. AS LONG AS NECESSARY.



PAULA SMIRI

CONTACT: SMIRIPAULA96@GMAIL.COM
PORTFOLIO: [HTTPS://PAULA-SMIRI.LOVABLE.APP/](https://PAULA-SMIRI.LOVABLE.APP/)

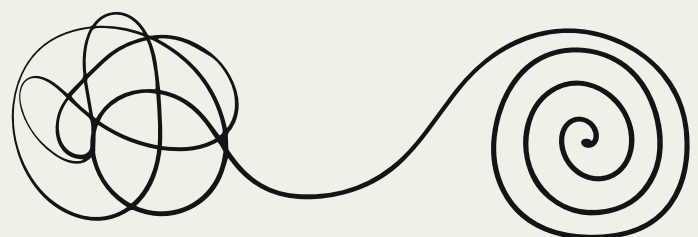
CONCEPT

A GOOD IDEA MAKES SENSE BEFORE IT MAKES NOISE.

I START WITH ONE QUESTION: WHAT'S IN IT FOR THE AUDIENCE?
FROM THERE, THE IDEA HAS TO EARN ITS PLACE: SIMPLE ENOUGH TO GET,
STRONG ENOUGH TO REMEMBER, AND RELEVANT ENOUGH TO ENGAGE
WITH.

.

CAMPAIGNS. TEMPLATES. CONTENT SERIES. FORMATS. ACTIVATIONS.



PAULA SMIRI

CONTACT: SMIRIPAULA96@GMAIL.COM
PORTFOLIO: [HTTPS://PAULA-SMIRI.LOVABLE.APP/](https://PAULA-SMIRI.LOVABLE.APP/)

SOCIAL MEDIA

PROFESSIONAL LURKER.

I CREATE PLATFORM-NATIVE CONTENT BUILT AROUND WHAT PEOPLE WATCH, SHARE, SAVE, COMMENT ON AND IGNORE.

FROM CONTENT STRATEGY AND FORMAT DEVELOPMENT TO COMMUNITY-LED IDEAS AND DAY-TO-DAY EXECUTION, I HELP BRANDS BECOME PART OF THE CONVERSATION RATHER THAN INTERRUPT IT.

**RELEVANT BEATS LOUD.
EVERY TIME.**

EXPERIENCE ACROSS:



PAULA SMIRI

CONTACT: SMIRIPAULA96@GMAIL.COM
PORTFOLIO: [HTTPS://PAULA-SMIRI.LOVABLE.APP/](https://PAULA-SMIRI.LOVABLE.APP/)

**YOU HAVE
THE STORY.**

**LET'S FIND ITS
AUDIENCE.**