

Midhat Fatima

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Address: 584 ka/109 Bangla Bazar Old Jail Rd, Lucknow, U.P.

Educational Qualification

Master of English Literature 2019-2021
Lucknow University, Lucknow, India

Bachelor of Arts 2016-2019
Lucknow University, Lucknow, India
(Economics, English, & Psychology)

Intermediate 2014-2016
St Mary's Day Inter College
CBSE Board

High School 2012-2014
St Mary's Day Inter College
CBSE Board

Research Experience

University of Lucknow 2019-2021

Research Advisor: Dr Sangeeta Kotwal H.O.D at Navyug P.G. College)

Research Interests: Postcolonialism and Ethnicity Issues

Dissertation Title: Ethnicity Issues in Khaled Hosseini's The Kite Runner

- ❖ About Khaled Hosseini and his works
- ❖ Ethnicity Issues in Afghanistan
- ❖ Ethnicity Issues in The Kite Runner

Work Experience

❖ **Freelance Content Writing** Jan 2019- May 2021
Content Creation, Content Management Systems, Keyword Research, Fact-Checking, Editing and Proofreading, Client Communication, Understanding and Incorporating Feedback,

Handling Multiple Projects Concurrently, Social Media Management, Understanding of Content in the Marketing Funnel, Maintaining Consistent Brand Tone

❖ **Content Developer at 360 DigiTech**

June 2021- April 2023

- Develop content strategy aligned with short-term and long-term marketing targets
- Collaborate with marketing and design teams to plan and develop site content, style, and layout
- Create and publish engaging content
- Edit, proofread, and improve writers' posts
- Optimize content according to SEO
- Using content management systems to analyze website traffic and user engagement metrics
- Manage content distribution to online channels and social media platforms to increase web traffic
- Develop an editorial calendar and ensure the content team is on board

❖ **Content Writer at NextUpgrad Web Solution**

May 2023- Feb 2024

- Writing blogs, and articles by coordinating directly with the Technical, Marketing, and SEO teams.
- Writing / proofreading corporate website content for international clients.
- Create compelling copy for marketing materials, such as website content, emails, and social media posts.
- Preparing Content for Social Media Promotion.
- Proofread and edit blog posts before publication.
- Update website content as needed.
- Conducting market and customer research to create relevant and engaging copy.

❖ **Content Developer (Contract) at MbaGates**

Mar 2024-Sep 2024

- Develop content strategy aligned with short-term and long-term marketing targets
- Collaborate with marketing and design teams to plan and develop site content, style, and layout
- Create and publish engaging content
- Edit, proofread, and improve writers' post

Work Portfolio

midhatnkmv.iournportfolio.com

Technical Skills

- ❖ Microsoft Office (Word, Excel, Powerpoint)
- ❖ Google Doc
- ❖ Spreadsheet
- ❖ SEMrush
- ❖ Ahrefs

Languages

- ❖ Proficient in English, Hindi, reading knowledge of Arabic and Urdu

Extra-Curricular Activities

- ❖ 1st prize in PowerPoint presentation competition held at Dept. of Economics, Navyug PG College, UP (2018)
- ❖ 2nd prize in PowerPoint presentation competition, Navyug PG College (2020)
- ❖ Volunteer at Nihar Pathshala Funshala since 2019

References

Dr. Andleeb Zehra, Ph.D

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Department of English
Ramswaroop University
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Dr Seema Sarkar, Ph.D

Associate professor,
Department of English
Navyug P.G. College
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