



# PREM GUPTA

CONTENT WRITER

## PROFILE

A platform agnostic professional with one goal - creating compelling content. With over 7 years of experience in the digital marketing arena, straddling all forms of content is more than just a job.

## SKILLS

### Content Writing

Scriptwriting, Concept ideation, Copywriting, SEO writing

### Other Roles

Social media marketing, performance analysis, platform deep-dive.

## EDUCATIONAL TRAINING

### Jai Hind College

Bachelors of Commerce | (Grad: 2013)

### True School of Music

Affiliate music degree

- Disc Jockeying
- Music Production

## HOW TO REACH ME

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## CAREER SUMMARY

### Unacademy

Senior Copywriter | Jan 2021 - Present

- Performance Marketing for various business pods
- E-mailer content and CLM marketing expert

### Sportz Interactive

Content Manager | Nov 2019 to December 2021

- **Tokyo Olympics 2020:** Content lead for the Facebook Page
- **Star Sports:** Content writer for Star Sports' social handles (Facebook, Twitter, Instagram)
- **IPL 2020:** Content associate for the Dream 11 IPL, roles included scriptwriting, strategy formulation and content marketing.

### MindShift Interactive

Content Head | Oct 2017 to July 2019

- Managed the social media mandate for brands such as Sula Vineyards, JW Marriott Mumbai Sahar, Universal Music India, Virtual Academy, and Universal Music Group Brands.
- Notable campaigns: **Universal Music India's 'Despacito'** Campaign featuring Shiamak Davar | **SulaFest** (Sula Vineyards) | Conceptualised the launch strategy for **ITC Gardenia's** digital presence across all platforms. | **9122 Records** launch campaign

### Festival Sherpa

Social Media Manager, Content Head | March 2014 - April 2017

- Wrote and edited 300+ features for the website ([festivalsherpa.com/author/prem/](http://festivalsherpa.com/author/prem/))
- Covered LIVE events, festivals