

PROFESSIONAL SUMMARY

Writer with 4 years of experience in developing content for company websites, blogs, content quality check, freelancer. Excellent written and verbal communication skills, passion for keeping up-to-date with developments in the digital and social media landscape.

WORK EXPERIENCE

Smart Kids, Ahmedabad

Sept 2020 to Current

Freelance Content Writer

- Developing and updating instructional parental content to meet learning requirements of students.
- Directed learning to achieve student engagement with material.
- Creating and reviewing content for the school periodical, magazines, trade journals, newsletters, and blogs.

IHA Vedic Essentials Pvt. Ltd., Delhi

Mar 2019 to Current

Freelance Content Writer

- Wrote targeted content for consumer portion of website. Encompassed a range of beauty offering.
- Working closely with the core team to produce website content for the **Beauty Soap and Bath Product Market**.
- Edited content contributions from staff to ensure accuracy, readability and brand-consistent tonality.
- Coordinating with the corporate communication and marketing team to set long-term strategies for effective content creation on the website.
- Ensuring continuous updating of collateral in line with the brand essence according to consumer requirements.

Divyapath Science School, Ahmedabad

Sept 2019 to Feb 2020

Full-time Teacher

- Taught English literature subject to 11th & 12th Standard.
- Assess and look after 60+ students' progress throughout the term and work closely with other staff to efficiently plan and coordinate work.
- Maintain discipline in the classroom and methodically provide resources for lessons. Simplify lesson plans in line with curriculum objectives and assist students to prepare for examination.
- Design graphics, take photographs and write copy on **Child Psychology and Parenting**.

ProEX , Ahmedabad

Feb 2019 to May 2019

Freelance Content Writer

- Generated original web content to represent and boost the presence of company branding.
- Perform extensive web research to collect pertinent data and gather images related to the assigned article.
- Write high-quality content articles in various topics like Vintana and govt. projects.

IHA Vedic Essentials Pvt. Ltd., Delhi

Apr 2017 to Oct 2018

Creative Designer and Content Writer

- Generated original web content to represent IHA brand and boost the presence of company branding.
 - Effectively worked on packaging for the soap and bath category offerings of the company.
 - Work with brand managers and marketing team to provide end-to-end visual creative support.
 - Develop and strengthen brand assets, including style and usage guides, finalised to broad packaging.
 - Manage multiple projects from concept to completion, adhering to schedules, and maintaining design file.
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EDUCATION

MDU(Delhi), B.Ed

2017– 2019

Pandit Deendayal Petroleum University (PDPU)

2010 – 2014

- BBA and Diploma in Liberal Studies
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PERSONAL DOSSIER

• **Location :** Ahmedabad , India

Date of Birth : 11th Feb 1992

• **Hobbies :** Writing , Reading , Drawing & Dancing

Languages Known : English , Hindi

