



## Janaki Barik

Fast, engaging freelance writer with 3+ years of experience. Skilled in Content writing/Copywriting, Social Media Marketing and PR.

DOB- 11th March 1996  
IB/A-133, Bandhabahal Colony,  
Jharsuguda, Odisha ,India

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## Experience

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### Freelance Writer

2017- Present

- Been involved in Academic writing since 2019
- Researched & wrote blog posts, web content, and articles on a wide range of subjects.
- Worked with remote clients both nationally and internationally.
- Wrote email messages for advertisement purposes
- Wrote emails for cold email outreach.
- Designed and executed social media strategy.

### Content Writer- Joyadda

Dec 2020- Jan 2021

- Writing articles and reviews on movies, shows and webseries.

### Creative Content Writer- Social Crawler

Nov 2020- Dec 2020

- Researched and wrote blog articles on healthcare and wellness.
- Worked with the creative team to develop social media content strategy.
- Responsible for content creation across different digital platforms.
- Wrote copy for promotional material for websites.

## **Copywriter and Content Writer- XSPERTTO**

June 2020- October 2020, Canada

- Creating ad-copy designed to effectively reach customers in the appropriate target markets to promote products and services.
- Writing persuasive copy for brochures, websites, and advertisements to ensure customers were reached.
- Creating original, engaging articles that were succinct, informative, and easy to read.
- Writing copy and messaging across social media platforms.
- Performing indepth research, gathering pertinent data, and writing market research reports on different industries.

## **PR Intern- KETCHUM SAMPARK PVT. LTD**

May 2019- July 2019, Kolkata

- Tasked with writing press releases, news tracking and coverage scanning
- Prepared reports and compiled dossiers of clients and drafted pitches
- Speaking engagements, responding to media enquiries, preparing media opportunities and researching.
- Creating and managing media lists.
- Assist in researching and vetting new leads based on tracked media coverage.
- Assist with preparation of client communications and press materials, including press releases, media alerts, media pitches for materials development.

## **Web Content Writer- GIZMOPOSTS24**

December 2019- February 2020

- Wrote over 100 pieces of news articles on tech, gaming,gadgets, etc.

## **Volunteer**

- Worked as a Media and Management volunteer at Odisha Men's Hockey World Cup 2019
- Volunteer at SNEH NGO.
- Worked as a Fundraiser.

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## Education

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### **Birla Global University/ M.A. Journalism and Mass Communication**

(2018 - 2020), Bhubaneswar

- Worked as a Student coordinator in the cultural fest of the university.
- Written script and produced projects for Radio and TV.
- Worked in different events and seminars occurred at BGU
- Attended workshop on filmmaking and clay animation

### **Bijupattnaik College of Science and Education / Bsc(2014 - 2017), Bhubaneswar**

### **DAV Public School, MCL Bandhabahal, Jharsuguda**

- Higher Secondary (2014)
- Matriculation (2012)

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## Certifications

- PGDCA in Computer Application
- Content Marketing Certification
- Google -Digital Marketing Certification

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## Skills

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- Proficient in Ms-Office/Excel.
  - Experienced in Wordpress
  - Copywriting
  - Blogging
  - Article Writing
  - SEO
  - Adobe Photoshop
  - Canva
  - Drafting Pitches
  - Research
  - Media Relations
  - Media outreach