

Mohini Gulati

(Content Writer and Social Media Manager)

Address- 12 Kamba Mandir, Gari Khana, Katghar, Moradabad, Uttar Pradesh, India

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Career Objective

Dedicated and results-driven content writer with over 3 years of experience in creating engaging and impactful content across various niche. Adept at developing content strategies, conducting thorough research, and delivering high-quality writing that meets business objectives. Seeking opportunities to contribute my expertise to a dynamic marketing team.

WORK EXPERIENCE

- **May-2020-Present-** Freelance Content Writer (Self-employed)
- **Dec-2022-Present-** Freelance Content Writer at Pepper Content
- **Feb-2022-Sep 2023-** Content Writer at Teerthanker Mahaveer University, Uttar Pradesh
- **Aug-2021-Feb2022-** Freelance Content Writer at Nblik
- **Feb-2021-May-2021-** Content Writing Intern at Aashman Foundation

ROLES AND RESPONSIBILITES

- Collaborated with reputable brands, including Learnpick, Eurokids, Unacademy, and others, to create content tailored to their specific needs.
- Create new content to assist marketing campaigns. Develop meaningful & engaging content in a variety of niche using SEO best practices.
- Led a team of content writers and digital marketers during peak session, ensuring timely and high-quality delivery of projects.

- Collaborated with cross-functional teams, including graphic designers and web developers, to create comprehensive content packages.
- Creatively writing while staying updated on current affairs and posting the articles on various platforms.
- Develop content for blogs, articles, product descriptions, social media ads, promotional banners, and web copywriting.

Education Qualification

Bachelor's of Commerce- 2019-2022 – CGPA- 7.3/10

Mahatma Jyotiba Phule (MJP) Rohilkhand University, Uttar Pradesh

Diploma in Vocal and Tabla -2018-2022 – First Division

Prayag Sangeet Samiti, Allahabad

Higher Secondary Education (10+2)- 2019- 90%

Gandhi Nagar Public School Uttar Pradesh, affiliated to CBSE Board

Secondary Education (10th) – 2017 - 85%

Gandhi Nagar Public School Uttar Pradesh, affiliated to CBSE Board

Personal Website

- Link: <https://unstoppablevictory.blogspot.com/>
- Self-developed personal blog based on lifestyle and career insights.

Portfolio

- Link: <https://mohinigulati7776.journoportfolio.com/>

Skills & Abilities

Profession-Related Skill Sets –

- Good written and verbal communication skills.
- Working knowledge of basic computer applications, e.g. MS Word / PowerPoint / Excel.
- Professional attitude – willing to go beyond the call of duty to satisfy clients.
- Commitment to highest quality outputs, including good attention to detail.
- Strategical approach with goal setting and creative problem-solving skills.

- Adaptable, can work well independently and as a part of team.
- Ability to meet deadlines while ensuring delivery of quality content.
- Efficient in managing social media pages as a social media manager.

Personal Traits-

- Self-motivated, Hardworking and Truthful.
- Inquisitive mind and Attentive with an eye for detail.
- Punctual and organized approach.

Profile Information

Father's Name – Girish Kumar Gulati

Mother's Name- Sunita Gulati

Date of Birth – 19 Dec 2001

Gender – Female

Marital status- Single

Nationality – Indian

Languages known- English, Hindi, Punjabi

Hobbies-Singing, Stenography, Photography, Yoga & Meditation

Declaration

I, Mohini, hereby declare that all the information provided above is true and correct to the best of my knowledge and nothing has been concealed or distorted.