



KRATIKA PURI

SEO Content Writer

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<https://kratikapuri24.journoportfolio.com/>

PERSONAL SKILLS

- Great Listener
- Team Player
- Mind Reader
- Willingness to Learn and Adapt Quickly
- Higher Understanding Level

CONTENT NICHES

- Lifestyle
- Beauty and Fashion
- Digital Marketing
- Entertainment
- Family & Education
- Food & Beverage
- Environment
- Fitness
- Travel
- Hospitality
- General

ABOUT ME

A Content Writer who knows how to slide the eyes of the reader from first to the last word at 0.20x speed. I'm a dedicated learner with magic at my fingertips, looking for more interesting projects to work on.

WORK EXPERIENCE

Co-Founder

PeacefulMindset | *May 2021 - Present*

- Creating stories and articles about self-help, motivation, and a peaceful lifestyle
- Pouring down the knowledge of best SEO practices
- Using a humorous and funny voice tone
- Writing Engaging Content for the readers
- Sliding the eyes of the reader at 0.10x speed this time
- Sharing personal experiences and life goals to make it interesting

Content Writer

Aadox | *Dec 2020 - Present*

- Creating Generic Articles and Blogs.
- Doing deep research on every topic
- Writing Long-researched SEO-based engaging articles

Blog Writer

Peepoye | *Dec 2020 - May 2021*

- Creating freshly brewed entertainment post
- Researching on trendy news
- Writing about the current controversies
- Writing blog posts on the Youtube videos of Peepoye
- Covering the updates on reality shows

I OFFER :

- Website Landing and About us page
- Articles and Blogs
- Amazon Descriptions
- Product Descriptions
- Ebooks
- Resumes
- Infographics

ACHIEVEMENT

Best Student Award by Sacred Heart Degree College

TECHNICAL SKILLS

- SEO
- Copywriting
- Content Writing
- Keyword Research
- SEMrush and Uber Suggest
- Original Content
- Good typing speed
- Editing skills
- Proofreading
- Story Telling
- Target Audience Research

Article Writer

Marsilex | Dec 2020 - Jan 2021

- Developed and enhanced content for Social Media Posts
- Created long blog posts for the website
- Created funny meme content for the website
- Written eye-catching titles for the services offered by the website
- Researched the right keywords for the website to rank higher

Academic Content Writer

GoCheck Media Private Limited | Apr 2020 - July 2020

- Creating freshly brewed entertainment post
- Researching on trendy news
- Writing about the current controversies
- Writing blog posts on the Youtube videos of Peepoye
- Covering the updates on reality shows

Content Writer

Freelancer | Jan 2020 - Present

The golden rules that I learned during my journey

- Be a great listener
- Dig deep to get the results/research
- Making a work planner is the catch
- Pen down every requirement of the client
- Writing fresh content is the icebreaker
- Become an active learner
- Confused? connect with the client asap
- Using Keyword Planner, AnswerThePublic, SEMrush, UberSuggest, Grammarly, Duplichecker, Advego, and Quetext pays off
- 9. Longtail keywords do matter
- 10. Be ready to make the change
- 11. Be clear

EDUCATION

- Pursuing Masters in Commerce.
- Bachelor in "Business Administration".
- Diploma in Computer Applications.
- Intermediate U.P. Board from Allahabad in 2015.
- High School U.P. Board from Allahabad in 2013.

SOFT SKILLS

- Self-motivation
- Collaboration
- Constant Learner
- Communication
- Efficiency
- Always on time
- Focused

PROJECT REPORTS

- Written a Research Paper “Stress and Its Impact on Employees Productivity: Based in the Private Banking Sector of Sitapur, Uttar Pradesh, India” and got it published in UGC Approved Research Paper in Sambodhi Journal.
- Written a Research Paper “Impact of COVID-19 on Indian EduTech Sector”, which got acceptance from UGC Care.
- Written a Research Paper “Impact of COVID-19 on Indian Corporate Loans- Stress Resolution Framework of Reserve Bank of India”.
- Written a chapter “Impact of Corona Virus (COVID-19) on Banking and Finance Sector” in the book “Impact of Corona Virus (COVID-19) on Indian Economy”.
- Written a chapter “Start-up Failure in India-A lesson for New Indian Entrepreneurship” in the book “New Dimensions of Entrepreneurship of Entrepreneurship in India”.

CONTACT DETAILS



My medium Profile:

<https://kratikapuri.medium.com/>



My Fiverr Profile:

<https://www.fiverr.com/kratika24>



My Upwork profile:

<https://www.upwork.com/o/profiles/users/~01f22b3b752044905f/>



My PeoplePerHour profile:

pph.me/kratikapuri