

## Neha Putta

### Copywriter, content creator, food blogger

[nehaputta45@gmail.com](mailto:nehaputta45@gmail.com) +1 204 990 8298, Winnipeg, Manitoba

A writer, an avid reader, and hungry for new experiences. With 3+ years of experience in the content and marketing field, I have stellar communication and writing skills. I work full-time and as a freelancer to try out new opportunities. Undeterred & specialize in effectively engaging with the target audience. I am customer-oriented and have experience in a fast-paced work environment. A quick learner and highly motivated after a cup of coffee!

## Work Experience

### Senior Copywriter - Creative

[Interactive Avenues - Bengaluru, Karnataka](#)

[September 2021 to December 2021](#)

- To produce marketing copy based on the target audience. Edit and proofread content to make it compelling and eye catchy to increase brand identity and products.
- Brainstorm and collaborate with the marketing team and subject matter experts to develop engaging new ideas and content strategies on a wide range of topics for online, print, and live presentation platforms.
- Create Content for all social media channels and offline content based on the client's requirements.
- Work with other members of the various teams to ensure copy and creative continuity is present across all platforms.
- Schedule, track and present the campaign performance.

### Marketing Content & Copywriter

[Rapido Bike Taxi - Bengaluru, Karnataka](#)

[October 2019 to November 2020](#)

- Stay current on trends and competitors within the editorial sphere and the industry. Work collaboratively with various departments for opportunities and to make data-driven decisions on messaging and copy.
- Research industry-related topics and interview key stakeholders to craft relevant content.
- Create Content online and offline: Push notifications, online ad scripts, radio scripts, email marketing, social media posts and blog articles for the website and the app. (product content for <https://www.rapido.bike/>).
- Coordinate with the design team very closely for a great end result.

### Social Media consultant

[Cultfit - Bengaluru, Karnataka](#)

[October 2018 to October 2019](#)

- Handled online reputation management for Cult.fit and its sister brands.
- Worked on content for FAQs on the website
- Had one-on-one communications with the top customers to understand better & delivered the best

customer experience and retainment services.

-Develop, edit and proofread the blogs on the website

-Worked & collaborated with other departments for a greater customer experience online and offline.

## Education

### **Master's Degree in English and Communication Studies**

Christ University - Bengaluru, Karnataka

June 2016 to June 2018

### **Bachelor's Degree in Psychology, English, Journalism**

Mount Carmel College - Bengaluru, Karnataka

June 2013 to June 2016

## Skills

-Copywriting -Blogging -Social Media Management -Hootsuite -Proofreading & editing -Content development & strategising -Team player -open to new learning experiences

## Languages

-English - Advanced -French - Beginner

-Indian languages: • Hindi - Advanced • Telugu - Advanced • Kannada - Fluent

## Links

<https://nehaputta45.journoportfolio.com/#/sections/64090>

## Certifications and Licenses

### **International Diploma in Teaching Asian College Of Teachers (2021 to Present)**

-Teach primary and secondary students English

-Teach English to students with special needs

## Offline Publications

-Breaking Stereotypes in Media - 2016

-Dark Undertones in Dahl's Works - 2017

-Defining Cultures and Glocal Identity through Food in The Hundred-Foot Journey - 2017