

Ruchi Madan

Email: madan.ruchi1980@gmail.com Phone: 8505859904

CONTENT WRITING / EDITING / PROOFREADING

A competent & driven professional targeting middle-level assignments in Content Development and Editing with a reputable organization, preferably in the NCR

KEY SKILLS

Content Writing

Creative Writing

Editing & Proofreading

Blog Writing

Social Media Writing

Web Content Writing

ACADEMIC DETAILS

- M.A. in English Language from IGNOU in 2005
- Bachelor's in Education (B.Ed.) from GGSIU in 2004 with 87%
- Bachelor's in Commerce (B.Com.) in 2003 from Delhi University
- 12th from Loreto Convent School, Delhi (CBSE Board) in 2000 with 87% in English
- 10th Loreto Convent School, Delhi (CBSE Board) in 1998 with 95% in English

EXTRACURRICULAR ACTIVITIES

- Head of the English Language Club at Balvant Ray Mehta Vidya Bhawan; ideated and executed English language developmental activities for grades 6 to 8
- Member of the Editorial Board for the School magazine at the above-mentioned school; profred and edited content submitted for publishing.

PERSONAL DETAILS

Date of Birth: 02nd May1980

Languages Known: English & Hindi

Mailing Address: 427, Pocket C, SFS Flats, Sheikh Sarai Phase-I, New Delhi - 10017

PROFILE SUMMARY

HubSpot-certified content writer, copywriter, and proofreader with six years of experience in developing unique, error-free content for Digital, Print, Video, and Podcast media, both in American and British English.

Expert at developing content for company websites, blogs, business collaterals, case studies, requirement-understanding documents, and video scripts. Excel at writing, rephrasing, proofreading, curating, editing, and managing content both for B2C and B2B clients.

Expertise in quickly sizing up assignments, setting priorities, creating a timeline, and delivering high quality content for multiple platforms within defined time frames.

Leveraged knowledge of SEO best practices to create content that gives stellar search engine performance. Excellent written and verbal communication skills; passion for staying abreast with developments in the digital and social media landscape.

Quick learner and responsible team player, with an eye for detail and an uncanny ability to simplify jargon for easy reading.

WORK EXPERIENCE

Aug'19-till date with Attrock Digital Marketing Company, Rajasthan as Senior Content Writer (Remote & Full-time)

- Creating, proofreading, and editing content for client websites and blogs with a team of five content writers
- Working closely with the SEO team to produce website content for the Marketing, Nonprofit, and SaaS sectors, including meta tags, title tags and meta descriptions
- Coordinating with the Corporate Communication and Marketing team to set long-term strategies for effective content creation
- Ensuring continuous updating of collateral in line with the brand essence, market demand, and client requirements
- Creating content using various multimedia formats that can be read, listened to, or viewed onscreen

Accomplishments:

- Created content for the company website, featuring products & services that maximized business for the company
- Developed a Quick Training Guide that streamlined writing process for the entire content team and reduced time-to-publish

Apr'17-Apr'18 with Soft Scribe LLC, USA as Senior Content Writer (Remote & Full-time)

- Developing and updating website content to meet company goals of increased traffic and engagement
- Creating long-form blog posts for better search engine performance and social media marketing
- Publishing content on HubSpot's content management system, tracking engagement, and replying to comments
- Creating and reviewing content for research-backed eBooks for nonprofits
- Editing content written by subordinates, and preparing team performance reports

Accomplishments:

- Revamped the company website and reduced bounce rate organically, with engaging and informative content
- Improved overall team performance by providing constructive feedback and criticism to junior writers

Apr'18-Aug'19 with Infopro Learning Inc, Noida as Technical Content Writer (Contractual)

- Accessibility writing of technical and semi-technical training guides to improve learning outcome in vision-impaired learners
- Proofreading and reviewing content developed by the accessibility writing team
- Creating summative assessments for evaluating candidates in interview process

Accomplishments:

- Improved accessibility writing quality and maintained a high bar for content delivery
- Contributed to project expansion by delivering high-quality content consistently

Consolidated Experience of 4 years (from Jan'15-Apr'18) with different companies as Content Writer (Remote & Contractual)

- Yorke Communications (Bengaluru): Developed strategic narrative and thought-leadership articles on retail and travel industries
- Appinventiv (Noida): Crafted long-form articles, social media posts, and website content for mobility and app development projects
- Mixeron (Noida): Wrote posts for the company website on topics like personality development, cloud computing, and time management

- A Square Learncraft (Noida): Created level-1 story boards (visual and non-visual) for employee training and onboarding

Apr'02-Apr'09 with BVB- ASMA (Delhi) as Assistant Teacher in the English Department (Full-time & onsite)

- Taught English language and literature to middle school students (grades 6 to 8)
- Developed detailed lesson plans and planned session curriculum to meet learning outcome objectives
- Prepared summative assessments and progress report cards

Licenses & Certifications

- Certification in Inbound Marketing by the HubSpot Academy
- Certification in Content Marketing by the HubSpot Academy

Both issued in May 2017; Completion ID 443932

