

SHALLU JAGLAN

CONTACT

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EDUCATION

Master of Arts : Creative Writing,
Expected in 10/2023
Lancaster University - United
Kingdom

Bachelor of Arts : Economics and
Political Science, 09/2021
Miranda House, University of Delhi -
New Delhi

- Editor at Miranda House Queer Council
- Editorial Head at Policy Center and Gender Lab
- Editor at Pinnacle, the Department of B.A. Programme
- Content Head at Aavya, Animal Welfare Drive

SKILLS

- Originality and Creativity
- Research
- Proofreading
- Search Engine Optimization
- Editing and Rewriting
- Creative writing

CERTIFICATIONS

- Creative Writing by Wesleyan University
- Creative Writing by MyCaptain

PROFESSIONAL SUMMARY

Creative Content Writer with 2+ years of experience offering background in preparing well-structured drafts, editing posts and conducting keyword research. Collaborative team player possessing impeccable grammar and in-depth comprehension of Microsoft Word and Office.

Proficient in Blog Writing, Ghost Writing, Copy Writing, Travel Writing, and SEO Content Writing.

WORK HISTORY

Content Writer, 02/2022 to Current
GradRight - New Delhi, India

- Collaborated with team of writers and content marketing strategists to create copy promoting clients' SEO, sales and thought-leadership goals. Increased lead generation by 15%.
- Evaluated project requirements and content standards for each project to produce copy in line with creative structure.

Freelance Content Writer, 02/2022 to Current
Sheroes - Remote, India

- Created monthly Excel spreadsheets to manage client projects and deadlines.
- Conducted extensive internet research to provide facts and statistics for articles and blogs. Increased leads by 25%

Content Writing Intern, 05/2021 to 11/2021
CBD Marketing Solutions - Remote, India

- Strategized content based on Google Analytics data
- Formatted articles, blogs and webpages with HTML, photos and infographics
- Developed copy while maintaining brand voice and adhering to legal requirements

Content Writing Intern, 08/2020 to 11/2020
OnePercent Solutions - Remote, India

- Collaborated with team of writers and content marketing strategists to create copy promoting clients' SEO goals.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.

WEBSITE, PORTFOLIO, PROFILES

- <https://shallujaglan.journoportfolio.com/#/portfolio/domain>
- <https://theunpostedletters.in/blog-2/>
- <https://www.linkedin.com/in/shallu-jaglan-she-her-71b904180>