

Rekha Amin

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PROFILE SUMMARY

I live by the motto: **Do What You Love**

An MBA-HR by education, I have explored my passions (Management Consulting, Human Resource Management, German Language, Instructional Design, Mosaics, Blogging) and enjoyed varied roles (Senior Consultant, HR Officer, Mother) before rediscovering my primary love: **Writing**.

Words are the wings on which I fly.

I write blogs, web copy, social media posts, and eBooks on varied creative and business topics.

Portfolio: <https://connectwithrekha.journoportfolio.com/>

KEY SKILLS: Blogging, Content Creation, SEO, Editing, Social Media Management, Creative Writing

OBJECTIVE

I am seeking a creative opportunity in Content Strategy, Editing, Blog and Newsletter Writing, and Social Media Management in Sydney. I offer a strong work ethic, quick learning ability and a focus to deliver high-quality work output.

TOOLS

Content Management Platforms: WordPress, Tilda, SquareSpace

Social Media Marketing: Hootsuite, Later, Social Champ

Email Campaigns: SendPulse

Graphic Design: Canva

PROFESSIONAL EXPERIENCE

Gumtoo Pvt. Ltd, Singapore | Jul 2018 till Mar 2022 | **Content Strategist and Editor**

Key Responsibilities:

Plan and Implement the Editorial Calendar

- Create and manage the Annual Editorial Calendar to ensure timely and structured content publication for blogs, web pages, newsletters, email marketing campaigns, and social media posts

Ideate, Write and Manage Blogs

- Plan, write, proofread, publish and update creative blogs, case-studies and customer interviews using Content Management Platforms
- Identify gaps in content, recommend new compelling content areas to grow subscriber base and increase client engagement. Incorporate SEO best practices while creating content
- Plan and assign content to freelancers. Supervise, proofread, edit and check work submitted for plagiarism and relevance

KEY ACHIEVEMENTS:

- Have written and published over 70 high performing blogs on custom promotional products, ranked on the first page of Google search for the target market (Singapore). Three top examples:
 1. [How Difference Engine is Spreading Period Positivity with a Comic Book, Enamel Pins and Stickers](#)
Keyword: 'period positivity stickers'
 2. [How to Organize a Memorable University Open Day - 7 Creative Ideas](#)
Keyword: 'university open day ideas'

Social Media Management

- Plan, create and schedule engaging platform-specific content for Facebook, Instagram, and LinkedIn
- Provide detailed creative inputs and coordinate with photographers, graphic designers and customers to create engaging images and graphics for social media

Write and Manage Web Copy

- Write and update web copy including product details, call for action and customer case studies
- Collaborate with the product team in the research and launch phase of the new product development cycle. Launch new product pages with attention to copy, accurate product details, procure images, call to action, and SEO
- Create informative posts with images for Gumtoo University, a platform for customers to learn technical details about products

Create and Distribute Newsletters

- Plan, create and publish attractive monthly newsletters to customers on topical issues
- Automate and send relevant product information mailers to select customers segments

Additional Responsibilities:

- Develop creative copy for marketing and promotional material such as corporate brochures, newsletters, case studies, eBooks, and advertisements
- Create and share Content and Marketing Orientation materials to new joiners
- Request customers for giving genuine reviews on TrustPilot and Google and respond to the reviews regularly

Stay-At-Home-Mom | Nov 2012 – Jun 2018

- Chief Executive Secretary (nanny, chef, chauffeur and slave) to unpredictable, demanding, non-napping human kid
- Expertise in multi-tasking, diaper-changing, cooking gourmet and nutritious baby food, designing fancy dress costumes

KEY ACHIEVEMENTS:

3. Hard Enamel Pins vs Soft Enamel Pins: Which One Should You Pick?
Keyword: 'hard vs soft enamel pins'
 - Created and published 200+ posts on Instagram and increased organic followers to around 2k
 - Researched, wrote copy, and launched 47 new product pages between Aug 2019 to Mar 2022
 - Created and published 'The Event Manager's Guide to Temporary Tattoos', for the target customer group
 - Created, scheduled and published one promotional newsletter per month
 - Automated detailed set of emails for five main categories of promotional products to be sent periodically to target customers
 - Collected over 80 reviews on TrustPilot during my tenure

KEY ACHIEVEMENTS

- Unlimited warm hugs, mirthful laughter, and lifetime Memories
- Ability to work in adverse conditions covered in the 3 great P's: poop, pee and puke

- Demonstrated super-human patience while reading Little Blue Truck and Very Hungry Caterpillar on the loop, even when ready to drop dead
- Expert in hide-and-seek, peek-a-boo and creating new imaginative games to entertain a very demanding boss
- Other side ventures included: Mommy Blogger, writing freelance content for websites

Deloitte Touche Tohmatsu India LLP, Mumbai | Apr 2007- Oct 2009 | *Senior Consultant*

- As a member of the Human Capital Advisory Services team, worked on and delivered Human Resource Consulting projects chiefly in the areas of Organization Structure Design, Manpower Rationalization, Development of Standard Operating Processes, Development of Workforce Planning and Competency Model
- Received commendations from team managers for developing high-quality Human Capital Reports

Larsen & Toubro Ltd, Mumbai | October 2006 -January 2007 | *Officer-Human Resources*

CBay Systems India Pvt. Ltd, Mumbai | February 2005- September 2006 | *Executive-Corporate HR*

Piramal Glass Pvt. Ltd, Mumbai | August 2004 -February 2005 | *Project Trainee – Corporate HR*

ACADEMIC CREDENTIALS

- **Diploma in Instructional Design (2015)** -Symbiosis Centre for Distance Learning, Pune
 - Stood First in the course with 82 percent marks.
 - Designed and submitted a project on Creating a Storyboard and Script for a Training Programme on Buddy System.
- **Master in Management Studies-HR (2004)**- Mumbai University

CERTIFICATIONS

- Udemy: Canva Next Level: Become a Canva Expert - April 2022
- Copy Cooks: Proof Sells - How to Write Case Studies - March 2020
- Copy Cooks: How to Write Juicy Proposals - March 2020
- Udemy: Browsers to Buyers: 21 Powerful Website Copywriting Hacks - Jan 2020
- Udemy: Complete Copywriting Course: Write to Sell - Jan 2019
- Udemy: Editing Mastery: How to Edit Writing to Perfection - Jan 2019
- Goethe Institut, Mumbai: German Language- Level 4 (Deutsch B2.1)

PERSONAL DETAILS

Date of Birth: July 5, 1981

Languages: English (full professional proficiency), German (basic)

Visa: Temporary Skill Shortage (subclass 482), valid up to 27 May 2026