

# Harshika Alagh

Web Content Writer

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## Summary

Versatile Content Writer proficient in researching, writing, and editing diverse content. Works with minimal input to produce engaging, authoritative, and error-free work. Well-versed in a broad spectrum of topics and issues and work effectively in both remote or office environments.

## Experience

### **DNA GROWTH, Chandigarh — Senior Content Writer**

May 2020 - PRESENT

- Collaborated with Analysts in the development of branding content, maintaining consistency with brand marketing and message strategies.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Played an instrumental role in creative planning and review sessions, working with a resourceful team to elevate quality.
- Reviewed and edited final business documents- business plans, pitch deck, visa plans, etc, for grammatical and contextual accuracy.
- Helped clients web and social media content to promote businesses.
- Produced original, creative content for company website and marketing materials.

### **AMB Systems, Remote — Freelance Web Content Writer**

December 2019 - May 2020

- Completed thorough research into assigned topics.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Proofread copy written by colleagues to correct spelling, punctuation, and grammar.
- Wrote SEO-friendly and unique long-form content- product descriptions, white papers, and user guides.

## Skills

Editing and review

Marketing and advertising strategies

Team contribution

Articulate communications

Brand messaging

Unique content creation

Project organization

SEO best practices

MS Office

Strategic content planning

Research

Blogging

Wordpress knowledge

Social Media administration

## **WESTERN OVERSEAS, Ambala — *Web Content Writer***

August 2019 - March 2020

- Developed and edited informative, highly engaging, concise content for company websites and social media platforms customized for target audiences and company campaign objectives.
- Proofread copy written by colleagues to correct spelling, punctuation, and grammar.
- Edited SOP reports authored by counselors and offered feedback to improve writing skills.
- Worked alongside the Managing Director to translate artistic vision into visual medium- YouTube video content.

## **SELF-EMPLOYED, Ambala — *Fashion Designer***

April 2018 - August 2019

- Sketched artistic and fresh designs for consideration.
- Worked closely with tailors to ensure quality work.
- Evaluated suppliers to assess quality, timeliness, and compliance of deliveries, maintain tight cost controls, and maximize business operational efficiency.
- Applied performance data to evaluate and improve operations, target current business conditions, and forecast needs.

## **THE LIFESTYLE JOURNALIST, Chandigarh — *Feature Writer Intern***

September 2017 - March 2018

- Deployed to events locales to provide on-the-ground broadcast solutions and news coverage.
- Organized material, determined area of emphasis, and wrote stories according to prescribed editorial style and format standards.
- Applied understanding of fashion and trends to create engaging and attention-grabbing stories.
- Wrote pieces and news stories for print publication, coordinating images and layout to deliver proper presentation.

## **Education**

### **INIFD, Chandigarh — *B.Sc. in Fashion Design***

May 2015 - May 2018

