



Poorvika Badlani

DIGITAL MARKETER, BUSINESS STRATEGIST, AND
CREATIVE CONTENT WRITER.

CAREER GOALS

A competent journalist with a background in delivering captivating visual written and online pieces. Marketing professional and strategist, currently seeking new avenues to grow professionally.

PROFILE

Working on innovative ideas, what new can bring a noticeable change. Determine a story's emphasis, length, and format, and organize material accordingly. Develop ideas or material for columns or commentaries by analyzing and interpreting news, current issues, or personal experiences. Write columns, editorials, commentaries, or reviews that interpret events or offer opinions. Evaluate students' or individuals' abilities, interests, and personality characteristics using tests, records, interviews, or professional sources. Confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts and to coordinate creative activities. Adapt teaching methods and instructional materials to meet students' varying needs and interests. Prepare or organize online storefront marketing material, including product descriptions or subject lines, optimizing content to search engine criteria. Knowledgeable about digital media and able to shoot, write and edit pieces for online consumption.

POSITIONS HELD

MATTER EXPERT

unacademy / Apr. 2020 - Present

CONTENT WRITER

Newton's gate / July 2019 - Nov 2019

DIGITAL MARKETER AND BUSINESS STRATEGIST

Byloapp / Dec 2019 - March 2020

MARKETING ASSOCIATE

Marketing Associate and Mentor.
Concept villa / July 2018 - May 2019

SKILLS

- Writing
- Marketing
- SEO Research
- Strategy
- Story Teller
- Project Management
- Social Media advertising
- Email marketing
- Motivator

Activities

- Dynamic and able to take on any issue and produce pieces quickly to take advantage of current public opinion. Hardworking, reliable and entrepreneurial professional. Talented Journalist knowledgeable about digital media and able to shoot, write and edit engaging productions for online consumption. Successful at creating unique pieces that tell a story.

KEEP IN TOUCH:



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LinkedIn - Poorvika Badlani

EDUCATIONAL TRAINING

School Of Journalism And Mass Communication - DAVV

Bachelor of arts in journalism and mass communication

- Winner of national debate competition.
- President of college editorial committee.
- Represented college at various national events.
- Got selected for Future News Worldwide.

Higher Secondary Education – Standard Public School, Indore

- Head girl for the academic session 2016 – 2017
- Managing and organizing head of yearly ART OLYMPIAD
- Subject expertise – Physics, chemistry and biology.
- Winner of best orator award.