

# NIDHI VASAVADA

## Sr. Content Writer

Innovative copywriter, bringing 8 years of experience in proven effective SEO marketing and social media strategies. Possessing strong creativity to deliver unique copy that resonates with the audiences.

### Contact

**Address**

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**E-mail**

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**LinkedIn**

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**WWW**

<https://medium.com/@nidhidvasavada>

**WWW**

<https://www.quora.com/profile/Nidhi-Vasavada>

### Skills

- Content Strategy
- Storytelling
- Social Media Content
- Basic SEO
- Content Generation
- Creative concept development

### Work History

2018-05 -  
Current

**Senior Copywriter**

- INTESOLS - INTELLIGENT ONLINE SOLUTIONS PTY LTD, Ahmedabad*
- Worked for over 200 different client. Created high-quality content B2B and B2C clientele in industries like retail, eCommerce, restaurants, SaaS, manufacturing companies, HR solutions and more
  - Provided high quality research oriented blogs for guest blogging sites
  - Worked exclusively for Australian clientele
  - Formulated cross-platform content strategies
  - Brainstorm with team members to develop new ideas
  - Reviewing, modifying and polishing work of junior writers
  - Creating content for Webpages, Social media, white papers etc
  - Directed product positioning and messaging that align with key audiences
  - Led and planned launch of new products and releases, and managed cross-functional implementation of content plan.
  - Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
  - Conducted research to identify audience demographics, incorporating collected data into future copy.
  - Wrote social media outreach posts on both informational and promotional topics.
  - Produced original, creative content for promotional advertisements and marketing materials.

2016-07 -  
2018-05

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**Ahmedabad // Senior Content Writer**

*SPACE-O TECHNOLOGIES*

- Created original content for onsite blog
- Handled the task of creating mini-research articles on different app niches
- Have been assigned with tasks like writing concise and interesting app description for iOS app stores and Google play stores
- Was involved in creating in-app content in form of question bank for various game apps.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Repurposed and optimized existing content for use in different mediums.

2014-09 -  
2016-06

**Ahmedabad // Content Writer**

*HI-TECH OUTSOURCING SERVICES*

- Written original content for various sites
- Was responsible for participation in various discussion forums online
- Handled the responsibilities of reviewing and editing articles to ensure quality of the articles
- Had been assigned the task of writing quality and innovative content for blogs and press releases
- Wrote three articles on daily basis
- Repurposed and optimized existing content for use in different mediums.

2012-08 -  
2014-05

**Content Writer**

*SILVER TOUCH TECHNOLOGIES LIMITED*

- Email Template Content development
- Product Manuel and documentations
- Landing Page content
- FAQ Development
- Content for digital banners
- Case studies and whitepapers
- Writing, editing and proofreading to produce engaging and error-free content.

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2011-06 -

**Ahmedabad // Junior Content**

2012-08

## Developer

UNIWORLD EDUSOFT PVT. LTD

- Developed Content for Wall branding
- Developed Content for press release
- Assigned the task to prepare training and implementation content for educational ERP
- Prepared presentations, brochure content and other marketing content
- Basic blog writing for websites

## Education

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2006-06 -  
2008-06

### Master of Arts: English Literature

Gujarat University - Ahmedabad

2003-06 -  
2006-06

### Bachelor of Arts: English Literature

ST. XAVIER'S COLLEGE - Ahmedabad

## Additional Information

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Awarded Employee of Month in my current organisation - December 2019

Awarded Employee of Year in my current organisation for year 2020 - 2021