**Resume**

**Name: Kanika Budhiraja**

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A seasoned writer with 2.8 years of proven experience in managing multiple projects in different niches & experience in writing for various international countries like Australia, Dubai, USA, Singapore, Canada, etc. Expertise in handling social media content creation for agencies and multinational clients. Can offer strong multisectoral writing credentials. Demonstrated capability to take ownership of multi-team projects and deliver time-bound results. Able to finish work within tight deadlines.

Can develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, articles, and internal & external blogs. Also, I can easily use search engine optimization (SEO) strategies in writing to maximize online visibility in search results. I can edit various types of content produced by other team members. Also, collaborate with other departments to create innovative content ideas & ability to meet tight deadlines consistently. As I have a technical background, I am flexible in writing about different technologies. Have managed social media platforms like Facebook & Instagram for various clients in Healthcare, Education, IT, E-commerce & much more!

**Skills:**

**Key Skills:** Content Writing, SEO, Marketing, Research, Blog & Article Writing, Press Releases, Classifieds, Product Descriptions, Social Media Posts for various platforms, Editing, Meeting Deadlines, Engagement, Metadata Descriptions, Website Page Content Creation, Proofreading Skills, Microsoft Office, Google Docs, Google Excel Sheets, Banner Making, Brochures Making, Pamphlets Making & used many content-related tools.

**Soft Skills:** Self-motivation, Communication, Collaboration, Efficiency, Computer Skills, Time Management, Teamwork, Proofreading, and Think Out of the Box.

**Technical Skills:** Done Digital Marketing Course, Knowledge of CSS & HTML, WordPress, Off-Page SEO, Microsoft Office, Google Docs & Excel Sheets.

**Niches:** Healthcare, Education, Beauty & Fashion, Medical, Tour & Travel, Law Firms, E-Commerce, Digital Marketing Agencies, IT-based Services, Technology, Real Estate & many more!

**Unique Skills:** I have written web page content for multiple websites in different niches for international clients. Ability to create social media posts on various topics through my research abilities & can guide designers to prepare images and videos according to my ideas for social media platforms like Facebook & Instagram.

**Work Experience:**

1. Name of Organization: **SNN Eduworld Pvt. Ltd.**

* Designation: Content Writer
* Total Experience: 8 Months

**Responsibilities handled under this organization:**

* Written content for a website named Aptcoder.
* Managed Social Media platforms for this website.
* Content writing like short taglines, quotes, and long & short content creation for Facebook, Instagram & LinkedIn.

2. Name of Organization: **DriveIT Digital Pvt. Ltd.**

* Designation: Content Writer
* Total Experience: 1.6 years

Website content for Hermitage Holdings: <https://www.hermitage.com.sg>

<https://hermitageholdingssg.tumblr.com>

Content creation for the website, handling clients’ social media platforms, and written meta tag descriptions for this website. Written off-page SEO blogs, articles, press releases, classifieds, SEO short descriptions, and GMB content for more than one year.

Website content for SG Pets: <https://sgpets.com.sg>

<https://www.tumgir.com/sgpets>

Content creation for the website, handling clients’ social media platforms, and written meta tag descriptions for this website. Written off-page SEO blogs, articles, press releases, classifieds, SEO short descriptions, and GMB content for more than one year.

Website content for Maids R Us: <https://www.maids-rus.sg>

<https://maidsrussingapore.tumblr.com>

Content creation for the website, handling clients’ social media platforms, and written meta tag descriptions for this website. Written off-page SEO blogs, articles, press releases, classifieds, SEO short descriptions, and GMB content for more than one year.

Website content for Trucare Plus: <https://trucareplus.ae>

<https://www.tumblr.com/search/trucare%20plus>

Content creation for the website, handling clients’ social media platforms, and written meta tag descriptions for this website. Written off-page SEO blogs, articles, press releases, classifieds, SEO short descriptions, and GMB content for more than one year.

I have worked on more than 40 other websites. Be it healthcare, fashion, law firm, pets products, e-commerce platforms, digital marketing agencies, roofing services, air conditioning services, maids agencies, car accessories & products & or many more!

3. Name of Organization: **MV Technologies (CubeWeb Technologies Pvt. Ltd.)**

● Designation: Content Developer/Writer

● Total Experience: Currently Working

**Responsibilities handled under this organization:**

* I am currently working in this firm. So now, in my current organization, my role is Content Developer.
* Here I used to write web page content for websites, Off-page blogs, articles, press releases & classifieds.
* I also write SMOs for various clients as per the requirements.
* I have worked with multiple international clients from Dubai, UAE, Abu Dhabi, Canada, Toronto, Singapore, Australia, USA, UK, Brampton & many more!

**Some of the websites I have worked for:**

Project: <https://bakrifurniture.com>

Project: <https://www.sunshinejunkremoval.com/>

Project: <https://dienasimplynatural.com/>

Project: <https://www.retailanthropy.com/>

Project: <https://sonyasunheart.com/>

Project: <https://ultimatemainecoons.com>

Project: <https://nazlaw.ca/>

Project: <https://www.greetfleets.ae/>

Project: <https://snowellness.com/>

Project: <https://todaysdailydealz.com/>

Project: <https://mortgagesmontreal.ca>

Project: <http://usedcomputertraders.com>

Project: <https://familyvisa247.com/>

Project: <https://harleenmcleaninteriors.com>

Project: <https://sumworksme.com>

Project: [www.ielts test booking.com](http://www.ieltstestbooking.com)

Project: <http://sawerniphotography.com>

Project: <https://www.easternrivaj.com/>

Project: <https://circuitravegear.com/>

Project: <https://afiomaiafricasafaris.com/>

**Education:**

Master of Computer Application in 2014 from Guru Gobind Singh Indraprastha University, Delhi

Bachelor of Computer Applications in 2011 from Guru Nanak Dev University, Amritsar

HSC 2008 (CBSE BOARD) Delhi

SSC 2006(CBSE BOARD) Delhi

**Personal Details:**

**Father’s Name:** Mr. Sanjay Budhiraja

**Marital Status:** Single

**Category:** General

**Languages:** Hindi, English, Basic Level of French

**Declaration:**

I, at this moment, declare that the above particulars are true and correct to the best of my knowledge and belief.

Yours Truly,

**Kanika Budhiraja**