

GARIMA RAI

Content Strategist and Writer

Profile

- Written over 200+ articles, blogs and poems.
- Ghost written posts and articles on LinkedIn for social media profiles of entrepreneurs and CxOs. Used LinkedIn Social Selling Index to monitor ranking of the client's profile. Created monthly social media content calendars to ensure best performance of posts.
- Currently on book writing assignments with clients for topics ranging from business knowledge to self-development to team coaching.
- Experienced with running a full-fledged blog on WordPress- uploading content, images and tracking performance.
- Worked on ghost writing interview questionnaires for CxOs and Founders sent by global business publications.
- Updated existing training documentation for clients to more user friendly formats. Worked in teams to review, create, and deliver writing deliverables for internal communication and behavioural training.

7+ years of experience with Creative storytelling, content curation and creation. I enjoy adapting content to the user's framework and to the larger business context. I have excellent communication skills, both written and verbal that help me work with teams and also as an individual contributor.

Experience

Co- Founder, 21D Solutions, India — January 2019- Present

Business Developer and Content creator. Ghost writer and content strategist for esteemed profiles and organizations on LinkedIn, Instagram, Facebook and respective blogs.

Content & E.learning Expert, Learning and Development, IGT Solutions, India — 2015- 2019

I worked for in-house L&D team at IGT Solutions. In the beginning, I was responsible for creating content on behavioural topics and developing e.learning modules on a variety of topics. The topics I covered included – Prevention of Sexual Harassment at Workplace, Employee Engagement, Leading and Mentoring amongst many others.

Later my role expanded to conducting training needs identification with stakeholders, creating content and delivering trainings.

I excel at design and development of training programs, High Potential learning programs, delivering trainings and stakeholder conversations.

I have extensive experience in documentation for Great Place to Work Culture Audit, People Business- Hunt for Great Managers Best Practices and Aon Hewitt Best Employer's Survey Audit.

Assistant Manager – Content and Certifications

Post my MBA, I joined an IIM alumni venture based out of Mysuru, Karnataka – Finitatives Learning India Pvt. Ltd. The company creates content and e.learning solutions and certifications in the domain of banking and finance. It was a privilege to get first hand experience of working with leaders on how to create useful