

# AISHANI GUPTA

## CREATIVE WRITING | CONTENT WRITING | EDITING

An enthusiastic and high-energy driven professional targeting advanced level assignments in Content Writing and Editing with reputed organisations to challenge my skills and deliver long term value.



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## PROFILE SUMMARY

Four years of hands-on experience in developing content for company websites, news websites, corporate communication emails, blogs (on page and off page), newspapers stories, e-commerce platforms, marketing brochures, social media, etc. in domains like events, city news, lifestyle, food, fashion, education, technology etc. Proven record in writing, rephrasing, editing, proof-reading, curating, and managing content for both B2C and B2B clients. Expertise in quickly sizing up assignments, setting priorities, creating a timeline and delivering high quality content for multiple platforms.

## CAREER MILESTONES

- ✍ Worked as **Content Writer** with **Adaan Digital Solutions** in Feb 2020.
- ✍ Worked as **Content Writer** with **Docprime** – a venture by **Policybazaar.com** (Dec 2018 – August 2019).
- ✍ Worked as **Assistant Manager – Content and Project** with **WeAddo** (a Stigen Martech LLP venture) from 1<sup>st</sup> October 2018 to 15<sup>th</sup> November 2018.
- ✍ Worked as **Content Marketer** with **GenY Medium** – a full service digital marketing firm (April 2017 – September 2017).
- ✍ Worked as **Content Writer** with **BeatO** – a smart Diabetes Care & Management App and Mobile Glucometer (Dec 2016 – Feb 2017 and October 2017 to May 2018).
- ✍ Worked as a **Content Writer** with **iDream Digitalabs Pvt. Ltd.** Managed SEO, SMO and website content for LG India, Century Plywood etc. (Nov 2015-2016).
- ✍ Worked as an **Operations Analyst** with **American Express**, Gurgaon. Handled Indian Program Administrative Services under the Customer Fulfilment Network, part of the World Services (June-October 2015).
- ✍ **NDTV** – worked as an **Event/Project Coordinator** (October 2014-March 2015) with **NDTV Prime** for **NDTV Property Awards** held in March 2015.

## INTERNSHIPS

- ✍ **NDTV** – monitored **NDTV 24x7** and **NDTV India** (March-May 2014) for political coverage pre and post 2014 Lok Sabha elections.
- ✍ **Metrolife** – the art, culture and entertainment section of the **Deccan Herald** newspaper, Delhi July 2013. On field reporting on subjects like youth trends to campus, lifestyle and food stories, along with various events coverage and personality interviews. **Got 36 bylines in printed edition.**
- ✍ **Media Lab of Centre for Media Studies** from 6th February-10th April 2012. Did content coding of national news channels and analysis of 2012 assembly polls' coverage in news channels.
- ✍ **The Press Trust of India** for two weeks in July 2011. Worked at the reporter's desk and covered various events.
- ✍ **The Hindu** Newspaper for the month of June 2011. Worked as a local reporter and covered various stories.
- ✍ Online internship with **theviewspaper.net** for the month of October 2010 and got 15 by-lines on their website.
- ✍ **NDTV Convergence** in **NDTVKhabar.com** for two months (June-July 2010). Managed multiple aspects of the news website like videos, pictures and news items.

## KEY SKILLS

- |                                |  |                             |
|--------------------------------|--|-----------------------------|
| ✍ Content/Creative Writing     | ✍ Social/Digital Media Writing and Marketing | ✍ Corporate Communications  |
| ✍ Blog/Article Writing         | ✍ Web Writing                                | ✍ Editing and Proof-Reading |
| ✍ Press Release Writing        | ✍ Brand Messaging                            | ✍ Microsoft Office          |
| ✍ Android Apps Content Writing | ✍ Newsletters and Email Writing              | ✍ Hindi Typing              |

ACADEMIC DETAILS

- ✍ Masters in Mass Communications from USMC, GGSIPU, Dwarka in 2014.
- ✍ Graduation in B. A. (Hons.) Journalism from Kalindi College, University of Delhi in 2012.
- ✍ 12th from Sardar Patel Vidyalaya (CBSE) with 80% aggregate in 2009.
- ✍ 10th from Sardar Patel Vidyalaya (CBSE) with 85% aggregate in 2007.

EXTRA CURRICULAR ACTIVITIES

- ✍ Participated in ICSSR sponsored **National Seminar on Gender Sensitisation and Media**, and on **Media Governance and Youth**, organised by University School of Mass Communication, GGSIPU, in February 2014 and May 2013 respectively.
- ✍ Was a member of GGSIPU's **Publication and Blogging Club – Vyakt**.
- ✍ Was an active member in the **Editorial Team** of Kalindi College's journalism department's first newsletter – **Sententias** – launched on September 14, 2011 by the Delhi University's Vice Chancellor Prof. Dinesh Singh.
- ✍ Actively worked as an editor and writer for **Trailblazer** – USMC's weekly newsletter.

PERSONAL DETAILS

Date of Birth

:

11<sup>th</sup> November

Interests

:

Reading, Writing, Photography, Networking, Travelling

Languages Known

English (Proficient)

Hindi (Proficient)

French (Beginner's Level)

KEY REFERENCES

♦ Mr. Agam Chaudhary	9625855555
♦ Mr. Gautam Chopra	9810087385
♦ Ms. Parul Gupta	9811999023
♦ Ms. Manjula Negi	9821415644
♦ Mr. Dharmendra Kumar	9350036474
♦ Mr. Kshitij Kapur	9810419462
♦ Ms. Puja Khurana	9871071029

NEW DELHI

(AISHANI GUPTA)