

Priya Jha

I'm a passionate writer with experience of three years in content creation and content writing. My writing demonstrates authenticity and eloquence. I make sure I research thoroughly before diving in, which further provides my content with more accuracy. My work includes social media content, reports, articles, web content, blogs, short stories, and more. In addition to writing, I also produce visuals for videos, websites and digital ads, for example.

Work Experience

Content Strategist Zero Creation

Nov 2021 - Present
(Part Time)

- Creating creative content for social media, google ads & mass advertisement
- Strategising social media campaigns & mass promotions
- Assisting team with SEM & SEO

Freelance Content Writer

- Write persuasive marketing copies
- Write content for social media, website, catalogs, brochure, blogs & articles
- Generate SEO driven content for brands
- Manage Social Media profiles & run paid campaigns
- Building a good understanding of Search Engine Marketing
- Working on my own website

Social Media Executive Valorah

Jan 2021 - Oct 2021

- Supporting the digital team with content creation on social media.
- Managing ORM and social media grievance team
- Helping with online media campaigns.
- Initiating a two-way engagement with people over social media platforms.

Travel Consultant Medora Travels

Sep 2019 - Dec 2020

- Coordinated domestic & international travel planning.
- Managed online social media profile and brand promotion
- Applied current editing and photography tools for online promotions

Educational Background

IIM Skills

2022

Master course in Digital Marketing

IIM Skills

2021

Master course in Content Marketing

Maharaja Sayajirao University Vadodara

2017 - 2019

Master Degree in Geography

Volunteer Work

Volunteer Content Writer & Editor

Paryavaran Mitra

2018

During my tenure, my major contribution included reports on the Environmental status of Gujarat 2018 and Gujarat Climate Change, apart from that I have participated in several events, conferences, and awareness programs as well. Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.

Skills and Proficiencies

- Great Communication Skill
- Copywriting and Copy Editing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Good Understanding of Designing