

## CONTACT DETAILS

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## EDUCATIONAL QUALIFICATIONS

**10<sup>th</sup>, CBSE, 2009**  
**Percentage-** 56

**12<sup>th</sup>, CBSE, 2011**  
**Percentage-** 70

**Bachelor of Journalism and Mass Communication, Guru Gobind Singh Indraprastha University, 2014**  
**Percentage-** 75

**Post-Graduation Diploma in Public Relations, Bhartiya Vidya Bhavan's Rajendra Prasad Institute of Communication & Management, 2015**  
**Percentage-** 67

**Masters of Mass Communication, Guru Jambheshwar University of Science & Technology, 2017**  
**Percentage-** 75

## INTERNSHIPS

- **Hindustan Times** as a **Summer Intern Reporter** and **Sub-Editor**
- **TEDx** as a **Volunteer** for **TED Talks 2012**
- **Fourth Estate PR** as **Image Executive Summer Intern**
- **Associate Writer** at **ThatScoop**

## Surbhi, Senior Content Editor

### CAREER OBJECTIVE

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To work with the organization where I can accomplish my individualistic goals and contribute towards the accomplishment of the team's goals and the organizational goals by accepting challenging opportunities that will help me to learn and grow as an editor by decluttering and simplifying the word web with my expertise and experience. I want to be an asset to the *Digital Media* Industry.

### WORK EXPERIENCE

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**Consultant Content Writer at TPG Wholesale Pvt. Ltd.** (from 01.05.2015 - 31.10.2015)

#### Job Responsibilities

- One-woman team for the fulfilment of all the content requirements.
- Writing website content for e-commerce websites- *Fashion* and *Grocery*.
- Writing/ re-writing product description for e-commerce websites.
- Pitching blog article topics and writing blog articles.
- Creating the monthly content calendar for social media.
- Writing social media posts.
- Planning and executing social media campaigns.
- Writing copy for emailers and SMS.
- Engaging with social media followers.
- Responding to the customer complaints received on social media.
- Escalating the customers' complaints received on social media.
- Getting social media posts designed by the designing team.
- Collaborating with the designing team for designing digital marketing collaterals.

**Content Writer at Policybazaar** (from 15.01.2017 - 31.03.2019)

#### Job Responsibilities

- Writing/ rewriting on-page articles, off-page articles, and guest post articles.
- Writing/ rewriting web pages.
- Writing / rewriting/ update policy detail pages.

## ACHIEVEMENTS

- Awarded **Performer of the Month- Policybazaar**
- Awarded **Star of the Quarter- Policybazaar**
- **Top Writer** in **Life Insurance** on **Quora**

## STRENGTHS

- Excellent communication skills (written as well as verbal)
- Efficiency to work independently as well as with a team
- Go-getter and adaptable
- Will to learn and unlearn
- Hard-working and goal-oriented
- Self-motivated and quick learner
- Enthusiastic and creative
- Disciplined and dedicated

## SKILLS

- Copywriting
- Creative writing
- SEO writing
- Fiction writing
- Proofreading
- Editing
- Public Relations
- Team management

## HOBBIES

- Keeping up with the latest digital marketing trends

- Writing/rewriting Quora answers.
- Writing social media posts.
- Brainstorming infographic ideas.
- Writing copy for infographics.
- Brainstorm and pitching new article topics.
- Writing content for ad-hoc assignment(s).

**Senior Content Editor at Policybazaar** (from 01.04.2019 - 19.09.2019)

## Job Responsibilities

- Proofreading and editing/ re-writing on-page articles, off-page articles, and guest post articles, web pages, policy detail pages etc.
- Auditing existing content for grammatical errors and keyword placement.
- Updating existing content as per the requirement.
- Creating monthly content calendar.
- Setting writing guidelines for the writers.
- Ensuring that the team follows the writing guidelines as well as the SEO guidelines.
- Ensuring the quality of existing content as well as fresh content sent by the writers.
- Ensuring that the content is SEO friendly.
- Leading the writing team.
- Allocating work to the in-house writers as well as freelance writers.
- Coordinating with freelance writers in case of any update, change etc.
- Providing feedback to the writers.
- Conducting training sessions with the writers.
- Ensuring that the SEO team's requirements are full-filled on time.
- Ensuring that the team works as per the content calendar and meets the deadlines.
- Ensuring the timely fulfilment of ad-hoc content requirements.
- Maintaining work records and reports.
- Working closely with the writers and designers to churn out infographics.
- Working with designing team to get the infographics designed.
- Being active on Quora and answer product related answer.

- Enhancing my language skills
- Reading
- Writing poems, micro tales, stories, one-liners etc.

- For team expansion, interview candidates, conduct their test and check it.
- Hiring writer(s) and help with their onboarding.
- Conducting training sessions for the new writers.
- Fulfilling ad-hoc content requirement(s).

**Senior Content Editor at *OYO* (from 23.09.2019- 05-11-2019)**

#### **Job Responsibilities**

- Editing, reviewing, proofreading of fresh as well as existing content.
- Hygiene checking content for factual accuracy and uniformity.
- Setting writing guidelines for the writers.
- Revamping content style to enhances UI and engage the user.
- Conducting training sessions and feedback sessions with the writers.
- Ensuring that the content written by the writers is SEO friendly.
- Ensuring that the property codes have the necessary information.
- Allocating work to the team.
- Ensuring that writers write property descriptions as per the deadlines and guidelines.
- Ensuring the international team translates the content as per the deadlines.
- Uploading the property content (in English) on LARS.
- Ensuring the international team uploads the content on LARS as per the deadlines.
- Coordinating with the international team to troubleshoot problems (if any).
- Escalating technical glitches to the technical team (if any).
- If the information provided is insufficient, escalating the issue to the concerned department.