

Priyanka sharma

Content Writer

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Enthusiastic content writer eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of content writing, copywriting, content management and content creation and training in digital marketing & branding. Motivated to learn, grow and excel in content management industry.

Skills

Content promotion expertise	Content editing knowledge
Content marketing strategy	Content scheduling
Thoughtful writer	Content editing
Unique content creation	Knowledge of content management
Digital content development	Web content development
Social Media Content	

Work Background

2019-10 – 2020-06: Digital Content Writer

Microtek Learnings (Canada-based company)

- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Collaborated with manager in development of digital content, maintaining consistency with brand marketing and message strategies.
- Reviewed and edited final copy for accuracy and oversaw all phases of production.
- Created high-impact messaging for all marketing media, contributing to increases in revenues.
- Collaborated with creative director and copywriting team in completing all phases of client projects from planning to on-time completion of quality deliverable.

2019-06 – Current: Content Writer & Editor

Ramayilly Writing Services

- Produced original, creative content for promotional advertisements and marketing materials.
- Reviewed and edited final copy for accuracy and oversaw all phases of production.
- Increased customer satisfaction by resolving creative and effective content issues.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.

- Collaborated with content editor in development of web content, maintaining consistency with brand marketing and message strategies.
- Collaborated with creative director and copywriting team in completing all phases of client projects from planning to on-time completion of quality deliverable.
- Presented clients with unique copy options based on overall marketing objectives.

Education

2016-08- 2019-11: Bachelor of Science: Botany

IGNOU Delhi

2018-04 – 2019-04: Professional Program in Digital Marketing & Branding

Marketing & Writing

NIIT Academy- Delhi