# **Objective**

Being inquisitive and diligent, I aspire to be a part of the digital marketing department in a growing and dynamic organization; where I can apply my expertise and skills for the organization’s growth as well as for my personal growth.

# **EDUCATION**

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| M.E (CAD/CAM/CAE) | 2014 | Govindram Seksaria Institute of Technology and Science (GSITS) Indore (MP). | 78.70% |
| B.E. (Mechanical Engineering) | 2010 | LK College of Technology, Indore (MP). | 73.10% |
| Class XII (CBSE) | 2007 | Holy Family Convent Senior Secondary School, Bhopal (MP). | 79.00% |
| Class X (CBSE) | 2005 | Holy Family Convent Senior Secondary School, Bhopal (MP). | 79.40% |

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| **DIGITAL MARKETING COMPETENCIES**  |

**- Social Media Marketing. -Content Strategy - Copywriting - Content Buckets - Branding -Infographics -Description -Proofreading - Titles/Headings Creation - Keyword Placement - Blog/Article Writing - Content Editing - Search Engine Optimization - On-page SEO**

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# **WORK EXPERIENCE**

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### Content Marketing Strategist at Web grid media, Indore July 2018- December 2019

* Part of white labelling, develop compelling and appealing content for international agencies.
* Researching and writing articles, blogs, and other web content.
* Assuring the content produced is of the highest quality, reader-friendly, and keyword optimized to perform on search engines.
* Moderation of user-generated content such as social media interactions, blog comments, and social media messages.
* Write to clients from a variety of industry verticals.

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### Content Marketer at SNV Media , Pune May 2016- July 2018

* Handling SEO and digital marketing activities for clients
* Oversee content requirements and create content strategy deliverables across a project life cycle
* Collaborate with SEO, designers, PR and other professionals on large- and small-scale marketing projects
* Adapting the brand strategy for overall marketing on digital mediums
* Write a clear, attractive copy with a distinct voice
* Creation of original SEO based content and blog after doing competitor analysis.
* Competitor and customer insights analysis

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### Content Writer at Softgrid media Pvt Ltd, Indore June2014- April 2016

* Develop compelling and effective SEO based content after Proofreading, Creative conception, Content strategy
* Creating engaging content for overseas clients and for in-house varied projects
* Identifying important keywords to drive meaningful traffic
* Revise content according to customer feedback
* Adhering to editorial style guidelines
* Hands-on experience with on-page SEO techniques

**INTERNSHIPS**

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### Content Writer at BrandFoxie Oct 2017- Feb 2018

* Target oriented and ability to perform tasks within a limited period of time
* Manage content writing and create fresh and exclusive content for the websites

### Trainee at Raja Ramanna Centre for Advanced Technology (RRCAT), Indore Jan 2017- July 2017

* The topic of the thesis is “Design improvements of Pressure regulating valve for helium liquefier system”.
* The thesis work was along the lines of analyzing and solving the problem of an ongoing project in Cryogenics Laboratory.

### Content Writer at BrandFoxie Feb 2017- May 2017

* Writing the content of required word limits on assigned topics regularly.
* The main focus was on content development and creative writing with English proficiency.

### Subject Matter Expert (SME) at Abhilash Consultancy Services Aug 2016- Nov 2016

* Worked on E-learning project particularly on creating MCQ's for Mechanical Engineering
* Involved in higher education task and worked closely with ACS project managers in their live E-Learning projects.

# **FREELANCING PROJECTS**

### Oppiatec Consulting Company September 2019

* Framing web-page content after comprehensive research of competitors
* Writing blogs for the website inclined towards the recruitment industry

###  RiskfreeCoins.info March 2018

* Creating specific content on Cryptocurrencies and related topics for the website
* Creating relevant featured images for the articles written on the Wordpress based website

### Revolutionaryminds.in March 2017

* Writing content on the technological or management based article allotted for the website
* Creating an engaged and knowledgeable article after proper research on the topic.



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| **ACADEMICS & EXTRA CURRICULARS**  |
| **Projects & Academic Activities** | * Hubspot certification completed for Email Marketing, Social Media, Content Marketing. And Inbound.
* Educator at Unacademy.
* Certificate of Publication on ’Vacuum Pressure Powered Cooling System’ in IJERT.
* GATE 2015 qualified with GATE score: 374
* Certificate for felicitation for academic achievement in ’PT’s Class King Ceremony’ organized by PT Education.
* Certificate for presentation on ’Programmable logic controller’ in a National conference.
* Certificate for presentation on ‘Anti Lock Braking System’ in an international conference.
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| **Extra-curricular Activities** | * Certified In Content, Social Media, Email & Inbound Marketing From Hubspot
* Freelancing work for many MNCs and private companies
* Founder of Simplified NCERT
* Felicitated with the title of ‘Best Pro-Active Writer’ by BrandFoxie.
* An active member of the Anti-Ragging Committee (ARC) in college.
* Co-ordinated Roadies events with various other team members.
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| **Skills &****Languages** | * SemRush, On-page SEO, French, MS Word, PowerPoint, Excel, WordPress
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| **Hobbies &****Interests** | * Music, Writing, Reading.
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