

# Chavi Pande

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## SKILLS

- Creative writing
- Research
- Editing and review
- SEO Optimization
- Operational improvement
- Technical aptitude
- Google Analytics
- WordPress

## EDUCATION

### M.A. - English Literature

R. D. National College (Mumbai University)  
2016 - 2018

### B.A. - English Literature

R. D. National College (Mumbai University)  
2013 - 2016

## FOR FUN

- I'm learning how to create 3D models with Blender
- I'm working on an Interactive Fiction game with a branching narrative
- I read, I've completed the 52 Books a Year challenge twice, having completed 100 books for my first attempt
- I like finding new, innovative or unique media and concepts across the web

## EXPERIENCE

### Sarva / Senior Content Writer (Marketing & Comms)

FEBRUARY 2020 - PRESENT

- Writing original, creative content for a variety of physical (flyers, billboards, brochures, etc.) and digital channels (ads, website content, etc.)
- Proofreading content written by other writers for grammar and reviewing it for adherence to brand guidelines
- Providing briefs to graphic designers for visuals that will accompany the content
- Coordinating with various teams for content plans and approvals

### BookMyShow / Content Writer

DECEMBER 2016 - FEBRUARY 2020

- [Published over 350 articles on the official blog](#) with a focus on Hollywood, with high-ranking articles that show up on the first page of Google search
- Compiled detailed reports with Google Analytics to optimize blog strategy, helping add more than 500,000 monthly views
- Edited content written by other writers
- Created digital marketing content and modified it for different audiences to create more effective targeted campaigns
- Strategized content plans and collaborated with other teams for marketing activities for movies and events

### Monk Akarshala / Content Creator

SEPTEMBER 2016 - NOVEMBER 2016

- Created content for online educational courses by researching and simplifying technical materials related to international copyright laws, specifically US and Europe

## OTHER WORK

### Freelance

MARCH 2015 - PRESENT

I've worked with multiple clients from different countries to write and edit a variety of content ranging from product descriptions to character sheets for a murder mystery party. Here are some companies I've worked with:

- Choose2Thing
- Bizongo
- Testbook.com

### Volunteer

- I've made over 2,500 contributions to Google Crowdsourcing to help improve products like Translate, Maps, and Search for the local community.
- I ran a Coronavirus awareness channel on Telegram from February to April collecting information from medical journals, news from across the world, and recommendations for preparedness. I also made some informational guides [like this one](#).