**Experienced Content Writer**

**Namrata Dokewar**

**Mobile No:** 9545895760

**Email ID:**[ndokewar@gmail.com](mailto:ndokewar@gmail.com)

**Career Profile:**

Define myself as a creative, skillful and proficient professional with a diverse knowledge of writing content as well as digital marketing for several projects. Understanding, attentive, helpful, fast learner, adaptive, positive, determined, self-possessed, confident, team player, rational, and responsible are some of my natural traits.

**Professional Strengths:**

* 7.11+ years of experience in the field of content writing and digital marketing(on page and off page)
* Remarkable written and verbal communication skills
* Proficient in generating content in a clear and precise manner
* Good knowledge of Google Keyword Planner tool
* Well-versed experience in Content Marketing
* Knowledge of Google Analytics to monitor website performance
* Excellent knowledge of grammar and punctuation use
* Ability to write for various platforms such as blogs, forums, press release, product-based content writing etc.
* Creating and publishing Social Media posts
* Familiar with CMS platforms like Wordpress, Hubspot
* Competent to write content according to international as well as domestic clients' needs
* Skilled to write in a variety of styles and formats for varied audiences
* Profound knowledge of online research with excellent logical thinking and analytical skills
* Target oriented and competent to perform tasks within prescribed time frame

**Professional Experience:**

1. **Organization:** STL, Pune

**Duration:** Apr 2020 - Till Present

**Position:** Associate Manager

* Writing PR, authored articles, industry articles for media
* Coordinating with PR agencies
* Scheduling all media interviews and preparing briefing documents
* Working with PR agencies for proactive and reactive quotes and overall media responses

1. **Organization:** Katalyst Technologies, Pune

**Duration:** Oct 2018 - Mar 20

**Position:** Senior Associate Content Writer

* Writing articles and blogs for SEO submission using relevant keywords for in-house as well as clients’ websites
* Writing website content
* Writing social media content for Facebook, Twitter, LinkedIn, etc.
* Creating White Paper according to requirements
* Generating traffic on website through blogs
* Creating press releases for Katalyst, Panacea and other websites
* Creating Video Content/Video Scripting
* Contacting third party websites for guest postings.
* Writing case studies
* Creating user manual for products and software

1. **Organization:** Certification Planner, Pune

**Duration**: Apr 2018 - Oct 2018

**Position:** Senior Content Writer

* Writing website content and course content
* Writing social media content for Facebook, Twitter, LinkedIn, etc.
* Finding and responding to relevant queries on forums like Reddit, Quora.
* Writing articles and blogs for SEO submission using relevant keywords
* Writing website blogs to generate traffic
* Drafting and publishing press releases for Certification Planner
* Monitoring development of website

1. **Organization:** MSys Technology, Pune

**Duration**: Jan 2017 - Apr 2018

**Position:** Senior Content Writer

* Writing business proposals
* Writing website content and course content
* Writing social media content for Facebook, Twitter, LinkedIn, etc.
* Writing articles and blogs for SEO submission using relevant keywords
* Writing website blogs to generate traffic
* Creating press releases for MSys Training
* Managing team of online marketing
* Monitoring development of website

1. **Organization:** HN Web Marketing Pvt. Ltd, Pune

**Duration**: Aug 2016 - Jan 2017

**Position:** Content Writer

* Writing business proposals to pitch clients
* Creating project documentation that will help developers and testers to understand client’s requirements.
* Wrote website content for websites, including bestwebsitesdesigner.com, appnoon.com, nerdroot.com and so on.
* Writing articles and blogs for SEO submission using relevant keywords
* Writing website blogs to generate traffic
* Drafting ORM blogs for Green Ivy Publishing website
* Creating press releases for the different websites like Animation299, newyorkweb247, YC Painting, Appnoon, etc
* Writing other SEO submission content such as PPT content, classified and infographics

1. **Organization:** Arista Infotech India, Nagpur

**Duration**: Oct 2014 - Aug 2016

**Position:**

* **Content Writing**
  + - Writing and updating content for Amazon stores like Ultra Clean and Ira Creations.
    - Writing blogs and articles for various websites to improve Google ranking.
    - Content creation and management through NetSuite and WordPress for various websites of different clients.
    - Creating banner content and text ads for website promotion.
* **Software Testing**
  + - Manual testing for various websites including Vapoursnj, Right2Review, Lijo Decor etc.
    - Writing Test Cases according to the functional specifications.
    - Performed functional & system testing to check the stability of the websites.
    - Performed integration and regression testing.
    - Preparation of test procedures, test scenarios, cases and test data.
    - Involvement in test execution, results analyzing and defect reporting.
* **HTML**
* Creating HTML for marketing and CRM integration.

1. **Organization:** smartData Enterprises, Nagpur

**Duration**: July 2012 - Oct 2014

**Position:** Content Writer

* Conducting on-page and off-page SEO tasks for various projects
* Writing original content for clients across various industries like Medical, Motivation & Training, Education, Automotive, Real Estate, Travel/Tourism, Technology, Fitness, Software Application, Manufacturing, B2B/B2C Trade, etc.
* Writing articles, blog posts, press releases, forum threads etc. as per the client’s requirement
* Writing for ORM (Online Reputation Writing) to push down negative SERP results
* Proof reading and thread replies for forum.
* Training new resources and managing a team as well as monitoring their tasks

**Achievements:**

* Received “Employee of the Month - January 2016” at Arista Infotech India
* Received “Best Engineer Award - 2014” at smartData Enterprises
* Appreciation from team lead and seniors on various contents
* Client’s appreciation for innovative writing

**Work Portfolio:**

**Blogs and Articles:**

* <https://www.communicationstoday.co.in/ezine/#p=31>
* <https://www.stl.tech/blog/food-healthcare-work-all-brought-to-you-by-competent-data-networks/>
* <https://www.communicationstoday.co.in/services/the-success-of-indias-broadband-dreams-will-be-defined-by-faster-fiberization-and-embracing-new-technology/>
* <https://www.panaceatek.com/android-or-ios-which-platform-fits-best-with-limited-marketing-budget/>
* <https://www.idesignibuy.com/challenges-overcome-implementing-web-print-design-software/>
* <https://www.panaceatek.com/develop-next-game-changing-taxi-booking-app-similar-to-uber/>
* <https://www.idesignibuy.com/key-benefits-custom-clothing-software/>
* <https://www.idesignibuy.com/importance-tech-driven-apparel-software-digital-future-clothing/>
* <https://www.idesignibuy.com/artificial-intelligence-empowering-fashion-industry/>

**Press Releases**

* <https://www.openpr.com/news/1157433/certification-planner-launches-veteran-planner-a-power-to-heroes-initiative.html>
* <https://www.openpr.com/news/1153195/certification-planner-announces-pmp-bootcamp-in-washington-dc.html>
* <https://www.openpr.com/news/1167411/certification-planner-collaborates-with-city-of-tampa-to-educate-professionals-in-itil.html>

**Case Study**

* <https://katalysttech.com/insights/case-study/a-solution-for-online-learning/>

**Educational Summary:**

* Bachelors of Engineering in Computer Technology from MIET, Gondia. Affiliated to RTMNU, Nagpur, with 60.06%. Year: 2012.
* Diploma in Engineering from Kamptee Polytechnic, Kamptee. Affiliated to Maharashtra Board, with 66.67%. Year: 2009.
* Senior Secondary from Providence Girls High School, Nagpur, with 67.86%. Year: 2006.

**Technical Skills:**

* Familiar with all versions of general computing tools like Microsoft Office, Excel, Outlook, PowerPoint and Word as well as OpenOffice.
* Knowledge of HTML.
* Well versed with major operating systems including Windows 98, XP, VISTA, Windows 7/8, Fedora.

**Personal Details:**

Name : Namrata Dokewar

Date of Birth : 07/12/1990

Employment Status : Full time

Marital Status : Unmarried

Gender : Female

Languages Known : English, Hindi, and Marathi

Nationality : Indian

# Declaration:

I Hereby Declare That the Information Furnished Above is True to the Best of My Knowledge.

**Namrata Dokewar**