



# Divya Jain

## Content Writer

### Contact

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### Education

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IGNOU  
Jan 2020  
Master's Degree in Hindi  
Delhi  
Delhi University  
Apr 2005  
Bachelor's Degree in Hindi  
(Honors)  
Delhi

### Language

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- English
- Hindi

### About Me

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Experienced Content Writer adept at creating engaging, SEO-optimized content tailored to diverse audiences. Strong expertise in content marketing, research, and digital tools ensures impactful storytelling and brand positioning. Proven track record in meeting tight deadlines and delivering high-quality work. Skilled collaborator committed to driving success through strategic content development.

Jul 2023 - Oct 2023  
Janlok Time

#### Worked as a blog writer.

##### Content Writer

Jan 2023 - Jun 2023

##### IITIAN GUIDE , Delhi

Actively practiced in professional development opportunities to stay current or the best practices within digital content writing and related fields. Maintained up-to-date knowledge of industry trends and best practices to ensure proposal content was relevant and competitive in the market landscape.

Familiarity with SEO principles.

Strong attention to detail.

Time management and organization skills.

Proficiency in Microsoft Office Suite or Google Docs.

Communication skills, Lesson Planning.

Writing skills.

#### Social Science, Hindi Teacher

Apr 2006 - Mar 2009

Bal Mandir Public School, Delhi

Taught Hindi and Social Science at Bal Mandir School for 5 years, handling classes from primary to middle school levels.

Developed interactive lesson plans to make subjects more relatable and easier to understand for young learners.

Focused on concept clarity and moral values, ensuring holistic development along with academic learning.

Conducted regular classroom activities, quizzes, and presentations to encourage student participation and engagement.

Maintained individual student progress records and provided feedback to parents during PTMs.

Adapted teaching methods to suit students' learning styles and needs, making lessons more effective.

Worked as a private tutor for 8 years, offering personalized coaching in Hindi, Social Science, and general academics.

Helped students improve academic performance through regular testing, revision schedules, and doubt-solving sessions.

Built strong rapport with students and parents, creating a positive and trusting learning environment.

Stayed updated with syllabus changes and teaching techniques to ensure relevant and modern instructional methods.

## Skills

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- Proficient in grammar, punctuation, and syntax.
- Strong research skills with the ability to generate engaging content.
- Knowledge of SEO principles and keyword optimization.
- Experienced in content management systems (e.g., WordPress).
  - Ability to meet deadlines and work effectively under pressure.
  - Excellent communication and collaboration skills.
- Adaptable to different writing styles and tones.
- Knowledge of content marketing strategies.
- Excellent writing and editing skills
- Proficiency in Microsoft Office Suite and Google Docs
- Time management and organizational skills
- Familiarity with blogging and online content strategies
- Strong attention to detail
  - E-book writer
  - Ghostwriter

### **Web Content Writer**

**Jan 2025 - Present**

#### ***Beutics, Dubai***

Wrote SEO-optimized content for landing pages, product descriptions, service pages, and blogs to enhance visibility and user engagement.

Ensured all content aligned with Beutics' tone, values, and style to maintain brand consistency across digital platforms.

Conducted thorough keyword research to improve search rankings and attract targeted traffic.

Worked closely with designers and marketers to align content with visual elements and promotional strategies.

Regularly revised outdated pages to improve readability, SEO performance, and relevance.

Monitored content analytics to evaluate effectiveness and applied insights for future content strategy.

Kept up with beauty and wellness industry trends to create fresh, relevant, and informative content.

### **Article writing**

**Jul 2024 - Present**

#### ***Jnews, Surat***

Implemented best practices for writing accurate, timely, and quality articles.

Managed relationships with clients, responding promptly to inquiries and feedback.

Conducted interviews with experts in relevant fields as part of the research process.

Adapted writing style according to the target audience's needs and preferences.

Utilized SEO techniques to optimize content for search engine visibility.

Researched extensively to create informative pieces that adhered to editorial guidelines.

Identified current trends in the industry to inform content creation strategies.

Generated ideas for new articles based on audience interests and preferences.

Developed engaging headlines, summaries, and stories that resonated with readers.