

DIKSHA MISHRA

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PROFESSIONAL SUMMARY

Experienced content writing specialist with a track record of creating SEO-optimized content with expertise in driving organic traffic, enhancing user engagement, and delivering informative blogs. Achieved a remarkable 30% growth in social media follower base within 3 months through captivating and SEO-optimized content. Seeking a challenging role in content creation division of a high growth organization.

EXPERIENCE

Content Writer: TheUniCash.co.uk (04/2023 – 07/2023)

- Generated ideas for 10+ engaging and informative blog articles via primary and secondary research
- Created high-quality, plagiarism free, and SEO-friendly blog posts that resonates with the target audience
- Conducted thorough research to gather accurate and reliable information for blog content improving website reliability
- Produced high-quality and impactful content, meeting brand standards and delivering on-time
- Authored engaging content and successfully uploaded to the company's content management system, ensuring a 100% accuracy rate and timely publication

Content Writer: Courdeck (01/2022 – 04/2022)

- Implemented daily social media posting strategy across multiple platforms, increasing engagement by 20% and growth in follower base by 30%
- Facilitated editing & photography tools to craft compelling stories, increasing user interaction by 25%
- Developed visually appealing fliers to effectively promote events and company updates
- Enhanced website and social media traffic by creating graphics and visually appealing content pieces, resulting in a 40% increase in website visits and a 50% growth in social media reach

Content Writer: Agile InfoSolutions (06/2018 – 07/2019)

- Assessed client requirements and content standards, delivering copy aligned with project briefs
- Demonstrated exceptional writing, editing, and proofreading skills, producing engaging and error-free content, leading to a 20% increase in website traffic
- Maintained typing speed of 80 WPM, meeting high workload demands & achieving deadlines
- Conducted quality checks on junior writers' work, ensuring 100% spelling & grammar accuracy
- Administered WordPress to write & publish website copy, increasing user engagement by 15%
- Collaborated with Subject Matter Experts, ensuring the technical accuracy of copy, decreasing customer support inquiries by 25%

SKILLS

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|-----------------------------|-------------------------------|----------------------------|
| • Client/Public Relation | • Email Marketing | • Brand Voice & Tone |
| • Journalism | • Microsoft Office Skills | • Content Strategy |
| • Copywriting/Editing | • Word Press | • Research Skills |
| • Search Engine Optimiation | • Proofreading and Editing | • Social Media Copywriting |
| • Proofreading | • Grammar & Spelling Accuracy | • Content Marketing |
| • Creative Writing/Blogging | • Web and Digital Platforms | • Target Audience Analysis |
| • Website Strategy | Blogs | • Keyword Research |
| • Research & Analytics | • Storytelling | |

EDUCATION

Ajeenkya Dy Patil University

Bachelor of Business Administration in Journalism

(2019 – 2022)

University of Portsmouth United Kingdom

Masters in Media & Communication

(2022 – 2023)