



Ankita Kashyap

Copy and Content Writer



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About Me:

A multi-industry professional with 5+ years of expertise in SEO, web content, copywriting, script writing, and editing. Skilled in crafting long and short form blogs, articles, press release, and data-driven strategies for audience engagement and brand growth. Proficient in Google Ads, Helium10 keyword research, and SEO content optimization. My versatility allows me to create various content types, including website copy, blogs, Amazon and Walmart portal copies, ads, Quora answers, email campaigns, video scripts, social media posts, and on-site blogs.

SKILLS:

- **Skills** - Content Strategy and Development, E-commerce Content Creation (Amazon, Walmart, Flipkart), SEO Optimization and Keyword Research, A+ Content Design and Infographics, Press Release, Blog and Article Writing, Social Media Content Creation (Facebook, Instagram), Email Marketing Campaigns, Video Script Writing, Client Communication and Collaboration, Creative Writing, Copywriting, Digital Content Creation, Storytelling, Content Planning, Audience Engagement, Proofreading and Editing, Branding and Tone Development, Research and Analysis, Team Collaboration, Interpersonal Communication, Presentation Skills, and Critical Thinking.

EXPERIENCE:

Senior Content & Copy Writer- CBAY Express Technologies, Noida, U.P.

(March 2024 – Present)

Spearhead content creation for the Herbishh Brand, delivering engaging and creative material across multiple platforms.

E-commerce:

- Develop compelling product titles, bullet points, and descriptions for platforms like Amazon and Walmart.
- Design A+ content, infographics, product label box content, banners, taglines, and Q&A sections to enhance product visibility.

Digital Marketing:

- Write SEO-friendly long and short form blogs, website content, press release and audience-focused email campaigns.
- Quora Q&A content to boost brand awareness.
- Research and implement high-ranking keywords using tools like Google Ads and Helium 10
- Create promotional video scripts and social media content for platforms like Facebook and Instagram.

- Edit, proofread, and finalize blogs to ensure publication-ready quality.

Content & Copy Writer- Paxcom India Pvt. Ltd., Gurgaon, Haryana
(March 2022 – February 2024)

- Collaborated with renowned brands including Paper Boat, Chicco, Britannia, Hindustan Unilever, VLCC, Happilo, Manforce, Asian Paints, Pharomeasy, Emami, and more to deliver high-quality content.
- Point of Contact (POC) for Paper Boat:
- Managed end-to-end content production, from conceptualization to execution.
- Led client pitch meetings, created engaging content, and ensured client satisfaction by addressing and fulfilling requirements.

Content Writer - NutriGlow Cosmetics Pvt. Ltd., Noida, U.P
(November 2020 – March 2022)

- Managed e-commerce content for Amazon and Flipkart, enhancing product discoverability and customer engagement.
- Developed organic digital marketing content, including blogs, articles, Quora answers, and classified ads.
- Created and optimized content for the NutriGlow official website, driving brand visibility and audience engagement.
- SEO Content Writer

Content Writer - Page Traffic, Noida, U.P.
(August 2019 – August 2020)

- Crafted and optimized SEO-driven content for international clients, improving search engine rankings.
- Developed organic digital marketing content, including blogs, articles, Quora answers, and classified ads.
- Produced on-site blogs, infographics, SMO content, Quora answers, classified ads, and customer reviews.
- Designed engaging social media content to enhance brand presence.

EDUCATION:

Master of Journalism and Mass Communication, Amity University, Noida (U.P.) | 2017 – 2019

Bachelor of Arts (English Honours), Galgotias University, Noida (U.P) | 2014 – 2017

Intermediate, Baldwin Academy, Patna (Bihar) | 2014

High School, Rockvale Academy, Kalimpong (West Bengal) | 2012

Personal Details:

Date of Birth: Nov 04, 1996

Gender: Female

Marital Status: Unmarried