

Pragya Pandey

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EXPERIENCE

Paypenny, Canada— Content Writer

March 2022-Present

Working as a full-time content writer, remote.

User Experience & User Interface Writer for money service business applications.

Managing & collaborating with developers to create UI/UX content for websites & applications.

Researching industry-related topics (combining online sources, interviews, and studies).

Writing short & long descriptions for the mobile application for Google Play Store & App store.

Collaborating with Team Leader to proofread & edit Terms & Conditions and Privacy Policy for the mobile application and website.

Providing content on terms & conditions, privacy policy & refund policy.

Writing clear marketing copy to promote products/services.

Preparing well-structured drafts using Content Management Systems.

Proofreading and editing blog posts before publication.

Submitting work to editors for input and approval.

Coordinating with marketing and design teams to illustrate articles.

Conducting simple keyword research and using SEO guidelines to increase web traffic.

Promoting content on social media.

Identifying all the needs and gaps in the content and recommending new topics.

Ensuring all-around consistency (style, fonts, images, and tone).

Updating website content as needed.

Hum Ek Madhyam, Lucknow — Magazine Writer

June 2021-Dec 2021

Working as a full-time magazine writer.

SKILLS

- Content Writer
- Copywriter
- B2B knowledge
- B2C knowledge
- UI/UX
- Content Creator
- MS. Word
- SEO
- Communicating skills
- Editing skills
- Planning skills
- Researching skill
- Content promotion skills
- Attention to detail
- Quick learning ability
- Team Work
- Hard working
- Quick learner
- Multi-tasking

AWARDS

- LinkedIn WordPress Skill Badge

LANGUAGES

- English (professional)
- Hindi (professional)
- Telugu (learning)

INTERESTS

- Podcasts.
- Storytelling.
- Reading novels.
- Writing short stories.

Writing magazine & blog posts for the website.

Working closely with the editorial team for creating marketing content.

Producing social media content, and writing the copy of social media ads.

- Cooking.
- Traveling.

Freelance Copywriter/Content Writer

April 2018-Present

Working as a freelance B2B, B2C Copywriter & Content Writer.

Writing business related copies for marketing, advertising & developing sales & lead generation for clients.

Collaborated with several clients across the country and international clients providing them quality content.

Delivering content before the deadline, and serving clients with unique & plagiarism-free content.

Convincing clients with strong communication skills and ensuring to provide them better & effective results.

Proficiency in different niches like Marketing, Health, Sports, Fashion, Finance, Education, IT, Ghostwriting & more.

EDUCATION

MJPRU, Masters in Chemical Science

2018-2020

Secured the First Division.

MJPRU, Bachelors in Science

2015-2018

Secured the First Division.