

## PROFILE

Passionate and detail-oriented Content Writer with a Master's degree in English Literature, adept at crafting engaging, informative, and compelling content across various platforms. Skilled in conducting thorough research, adhering to brand guidelines, and optimizing content for SEO. Possesses a strong command of the English language, with a keen eye for grammar and style, and a proven ability to adapt tone and style for different audiences and mediums. Committed to delivering high-quality content that drives audience engagement and achieves organizational goals.

## EDUCATION

<b>Master of Arts, English Literature</b>	Jun '19 - Jun '22
<b>Pandit Deendayal Energy University</b>	Gandhinagar, Gujarat
<b>Bachelor of Arts, English</b>	
<b>Christ College</b>	Rajkot, Gujarat

## PROFESSIONAL EXPERIENCE

<b>AI Content Writer</b>	May '24 - Sep '24
<b>Han Digital Solutions (p) ltd</b>	Banglore (Remote)

The company employs a Strategic Talent Sourcing model that aligns talent acquisition with business objectives, identifying and acquiring top talent through expert market analysis and assessment.

<b>Content Writer</b>	Oct '24 - Present
<b>360 Branding Studio</b>	Rajkot, Gujarat

The company's multidisciplinary team of specialists, experts, and craftspeople delivers exceptional work through a collaborative model that combines diverse expertise, clear communication, and a client-centric approach.

## PROJECTS

<b>Developing AI models for Amazon</b>	Jun '24 - Sep '24
<b>Han Digital solution</b>	Remote

- Rating and ranking AI-generated responses
- Analyzing the language and grammar in detail of AI generated responses.
- In depth analysis of format, style and structure of AI-generated responses.

<b>Writing Creative Copies for multiple brands</b>	Oct '24 - Present
<b>360 Branding Studio</b>	Rajkot, Gujarat

- Writing copies and content for social media posts
- Proofreading the language and grammar in detail for social media, brand guidelines, brochures and catalogues.
- Writing content for brochures, brand guidelines, and catalogues.

## KEY SKILLS

Adaptability: Quickly learning and adapting to new writing styles and topics.

Attention to Detail: Meticulous in grammar, punctuation, and formatting to ensure error-free content

Creativity: Ability to generate original ideas and think outside the box to produce engaging content.

Critical Thinking: Capacity to analyze information, identify key points, and present them logically.

Communication: Strong written and verbal communication skills to effectively convey ideas and concepts.

Time Management: Proficient in managing deadlines and prioritizing tasks to deliver content on time.

Storytelling: Skillful in crafting narratives and storytelling techniques to captivate and retain audience attention.

## DECLARATION

I hereby declare that the information provided above is true and accurate to the best of my knowledge and belief.