



Nadia Zunaid

Contact

Karnataka

, +91-7829429321

nadiazunaid00@gmail.com

Core Qualifications

- Copywriting & Copyediting
- Content Marketing
- Content Management
- Content Strategy
- Catalogue Management
- Attribute Management
- Proofreading
- Quality Auditing
- Fashion Trends

Education

OXFORD COLLEGE OF

ARTS(BANGALORE

UNIVERSITY)

Bengaluru, KA

Master of Social Work: Social

Work

2017

HANDIQUE GIRLS COLLEGE

(GUWAHATI UNIVERSITY)

Guwahati, AS

Bachelor of Arts: English

2014

Professional Summary

To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

Experience

Senior Content Writer

LANDMARK GROUP | Bangalore | Jul 2023 - Current

- Wrote engaging product descriptions for a diverse range of 80-100 items, effectively highlighting their features, benefits, and unique selling points.
- Conducted thorough research and verified product information from the brand's website, ensuring accuracy and consistency in all descriptions.
- Demonstrated creative flair by crafting unique and compelling copy for each product, contributing to an enhanced online shopping experience for customers.
- Maintained a high level of attention to detail and quality control to produce error-free and captivating product descriptions that resonated with the target audience.
- Collaborated closely with the marketing and e-commerce teams to align product descriptions with brand messaging and marketing strategies, enhancing the overall brand image and customer engagement.

Analyst - Copywriter

Hudson's Bay Company | Bangalore, India | Apr 2021 - Current

- Designing crisp and informative copy for the products based on the vendor information
- Working in collaboration with the Canada Creative Team to improve and simplify content process
- SPOC for men's wear & accessories category.
- Thorough website checking for clean and error-free appeal and to maintain uniformity on the website
- Keeping a track of daily targets met by the team members
- Working on ad-hoc requests from vendors

Catalogue Quality Auditor

Salt Brook Academy
Dibrugarh, AS
HIGHER SECONDARY
2011

Salt Brook School
Dibrugarh, AS
2009

UDAAN.COM | Bangalore, India | Oct 2020 - Apr 2021

- Responsible for building required set of guidelines and managing relationship with category & internal teams to enhance the catalogue guidelines for the website and coordinate with the other teams to execute the requirements
- Analyze the error behaviors from the rejection and other related entities
- Process improvement on the basis of ongoing and past trends/gaps identified in the catalogue QC process
- Create documents and related materials required for the area of common error behavior improvement on the basis of the trend
- Identify the root cause of the issues and provide strategic solution accordingly.

Content Writer And Quality Auditor

MYNTRA DESIGNS PRIVATE LIMITED | Bangalore , India | Oct 2018 - Oct 2020

- Check attributes, content, size charts, imagery for every article and ensure correctness of all parameters before the article is made live on the product display page
- Write content for article types as and when required
- Notify ant errors, mismatches or rejections with respect to content and imagery
- Training the new joiners in their day to day work
- Giving the new joiners continuous feedbacks regarding the quality of work
- Working with outsource team and giving them daily feedbacks in a detailed report
- Working closely with SME team to improve the overall process and quality
- Working with visual quality check team in clearing on hold styles.

Visual Data Annotator

SAMSUNG R&D BANGALORE | Oct 2017 - Oct 2018

- Worked on visual intelligence project
- Collaborating visual data for enhancing Samsung S9 and NOTE9 camera features
- Validating utterances for audio data
- Spell-check and vocabulary correction
- Utterances for test creations
- Support for Bixby 2.0.

Additional Information

- Nightingales Sandhya Kirana: Helped the elderly people with the day to day activities.
- HCG Cancer Hospital: Learned about the types of methods to treat cancer and also spent time observing the patients.
- Samarthanam Trust for Disabled: Learned basics of sign language to communicate with the disabled students.