


# HEENA SINGH

Kolkata, West Bengal

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## OBJECTIVE

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Curious, skilled, and fun-loving content writer with 4+ years of experience. Adept in writing buzz-worthy feature contents in a variety of industries, including technology, design, and finance. Aspire to create an impact in content curation that captures readers' attention and drives conversions.

## EDUCATION

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**Sister Nivedita University** **Oct 2021 – July 2024**  
*Bsc Honours in Psychology - CGPA-8.5* *Kolkata, India*

**Little Star High School** **May 2019 – May 2020**  
*Higher Secondary - Percentage - 81* *Kolkata, India*

## WORK EXPERIENCES

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**Fandom Wire** **June 2024 – Present**  
*Freelance Entertainment Journalist* *Remote*

- Researched and wrote high-traffic articles on trending entertainment topics, including movies, TV shows, and celebrity news.
- Utilized SEO best practices to enhance content visibility, increasing reader engagement and website traffic.
- Contributed to the editorial strategy by identifying and covering timely, relevant, and engaging entertainment stories.
- Worked closely with editors and a team of writers to meet tight deadlines while maintaining high content quality.

**Harns Technologies Pvt .Ltd** **Mar 2023 – Present**  
*Freelance content writer* *Remote*

- Created well-researched and in-depth content blogs on veterinary medicine and animal care.
- Produced content for their software solution, adhering to a strict brief of headlines, quick facts, updates, and reviews.
- Created and established informational articles on high-tech and specialized topics.
- Generated 1,000 backlinks by writing over 34 articles about the veterinary space.

**Beeonlinedigital** **Jan 2023 – Feb 2024**  
*Freelance content writer* *Remote-Kolkata, India*

- Wrote 250+ SEO-friendly short-form and long-form content on a variety of topics, including business, healthcare, and promotional content.
- Brainstormed innovative solutions for content briefs, analyzing industry trends to drive more sales.
- Established content strategy and editorial plans with the team leader for upcoming projects, increasing organic website traffic by 18%
- Held meetings with clients, solving their problems with in-house content and suggesting solutions to formulate better marketing strategies.

**Nilsen Report** **Dec 2020 – Feb 2024**  
*Web content writer* *Remote-Kolkata, India*

- Wrote more than 2800 articles and blogs to date for their entertainment website and social media channels.
- Adhered to style guidelines and drove maximum audience traffic to content.
- Performed research, embedded links, presenting succinct and clear information, and communicating effectively with clients.
- Employed exceptional editing skills to generate professional, error-free copy.

## 73Buzz

July 2023 – Jan 2024

### Freelance content writer

Remote-Kolkata, India

- Created and implemented 500+ engaging content pieces on sports celebrities, providing an insight into their net worth, careers, and personal life.
- Developed dynamic infographics to engage the audience, reach customers, and attract 8k+ visitors to the website.
- Organized material to research and complete writing tasks.
- Reduced plagiarism by 75% by editing copies for spelling errors, and style; fact-checked content of 15 writers, improving their work.

## Apprify

Feb 2023 – Dec 2023

### Blogger

Remote-Kolkata, India

- Created and published more than 60 engaging blog posts, promoting their founder and software solutions business on leading media platforms.
- Wrote a full-fledged thesis report about the company's founder on how he struggled to start the business and his growth story.
- Created infographics using Canva based on management instructions for blog posts, shooting up the traffic.
- Worked closely with the digital marketing team to optimize new and existing content, increasing readership by 34%.

## NewYork Daily Gazette

Dec 2021 – Sep 2023

### Content writer and editor

Remote-Kolkata, India

- Researched and wrote SEO-friendly blog posts, web content, and articles on upcoming movies and television shows.
- Authored 1000+ fun and creative entertainment articles, which enhanced traffic by 18-25% per month.
- Proofread 1500+ content and pointed out grammatical errors and other punctuation mistakes.

## Oziva

Mar 2021 – May 2023

### Freelance writer

Remote-Kolkata, India

- Wrote over 43 blogs on their health supplements and protein powders.
- Derived sales conversion on their 'collagen builder' product by writing in-depth content.
- Assisted in writing content on women's health and weight loss that served a significant purpose.
- Maintained a knowledge base of Oziva's Bioactive range, including four separate product ranges.

## The Page Talk

Jan 2020 – Dec 2020

### Jr. Content Writer

Remote-Kolkata, India

- Published educational blog content that attracted 8000+ monthly visitor
- Optimised old website content with up to date SEO guidelines and increased traffic by 15%
- Maintained Content trackers and created monthly reports for management

## SKILLS

**Technical:** Google Docs, Wordpress, Microsoft Office, Access, Excel, Outlook, PowerPoint and Word.

**Creative:** Content writing, Creative writing, Editing and proofreading, Social media management, Content creation

**Miscellaneous Skills:** Time management, Problem solving, Effective communication, Team Management

## CERTIFICATIONS/ACHIEVEMENTS

- The Ultimate SEO Training 2023 + SEO For Wordpress Websites-UDEMY
- Basic to Advanced Content Writing 2023 - UDEMY
- How To Write SEO Blog Posts - UDEMY
- Secured **1st Rank** in Inter-College Debate Competition
- Secured **2nd Rank** in Creative Writing Competition