

# ASHIMA SHARMA

## SPECIAL SKILLS

- Magazine & Newspaper writing
- Website/SEO writing
- Technical Documentation
- Press Releases
- Keyword Research
- Desktop Publishing
- Microsoft Office Suite

## EXTRA CURRICULAR

- Member of the All India Writers Association
- 1st place in Inter-college Essay writing contest
- Member of the New Delhi Toastmasters Club

## EXPERIENCE

**Inhub Creatives Pvt. Ltd.**  
Gurgaon / 2011 — Present

### Advertising Associate

Assisted in a wide range of creative/marketing projects for a diverse group of national clients.

- Project management, creative concepts, creative development and branding.
- Speechwriting, Copywriting for all mediums, direct response marketing.

## PROFILE

I am a passionate writer who enjoys crafting beautiful pieces of content for the web, magazines, journals, social media, and a host of other mediums. Having worked with multiple publishing firms, I understand the challenges of day-to-day periodicals, publishing schedules and quality research.

## EDUCATION

Dept. of Communication Studies — Panjab Univer-  
Year: 2010 / Result: 76%

### P.G.D. in Advertising & Public Relations

D.A.V. College — Panjab Univer-  
Year: 2009 / Result: 84%

### Bachelor of Arts, English

**ClearCraft LLC,**  
Mohali, Punjab / 2010 — 2011

### Content Curator

Drafted content for the official company website, multiple company blogs and monthly newsletters for customers and stakeholders.

- Created daily blog posts on a variety of topics, and maintained an editorial calendar
- Created detailed case studies which were published regularly in e-newsletters
- Created the first set of FAQs which were later used by the technical team in multiple product documentations.