**AMANDEEP KAUR**

**Email:** amanoshan759@gmail.com **PHONE:** +91 - 8567053909

**Summary**

All-around content writer with 2+ years of experience in creating, editing, and proofreading content for a wide range of businesses and industries. Proficient in developing original content based on the unique requirements of a client. At Digital Web Arena, delivered 200+ projects successfully.

**Experience**

**Content Writer** **+ Team Leader**

(Digital Web Arena Pvt. Limited/Gurugram, Haryana/ August 2019 - Present)

* Writing marketing copy to promote products/ services of the company’s clients
* Using the content management system (WordPress) to formulate well-structured drafts
* Conducting keyword research, brainstorming, and using SEO strategies in writing
* Developing content for different industries, including IT, healthcare, finance, travel, etc.
* Managing and monitoring a team of 8 members
* Assigning projects to the team on a daily basis
* Proofreading and editing content before final submission

**Content Writer**

(Blue Ants Media Pvt. Limited/Mohali, Punjab/ June 2018 - June 2019)

* Wrote a wide variety of topics for multiple platforms (blogs, website, articles, banners, case studies, how-to guides, product reviews, product description, press releases, etc.)
* Developed fresh content based on research and brainstorming by pursuing guidelines given by each company’s client
* Worked for USA and UK based clients in B2C and B2B landscape

**Technical Skills**

* Sound Knowledge: SEO Best Practices, Keyword Research, Copywriting
* Content Management System: WordPress
* Sound Knowledge: HTML, Core Java, Android Technology, Web Services (Restful), and Retrofit

**Education**

**B. Tech (Computer Science and Engineering)**

Guru Nanak Dev University/Dec 2013 – May 2017

**Achievements**

* Content Marketing Certified by HubSpot Academy

**Languages Known**

* English
* Punjabi
* Hindi

**Hobbies & Interests**

* Streaming Hollywood TV series & movies
* Exploring new places
* Playing games