

RATHOD PRANAY

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SUMMARY

Highly motivated and detail-oriented final-year B.Tech (Information Technology) student with over 3 years of proven experience as a freelance content writer. Specialized in crafting high-quality, SEO-optimized content across diverse niches. Successfully collaborated with 30+ clients, delivering impactful and engaging content tailored to their business goals. Actively seeking a digital marketing internship to apply my content expertise and expand my skill set in a fast-paced marketing environment.

WORK EXPERIENCE

Freelance Content Writer

February 2022 - Present

- Created engaging and informative content for various niches, including technical, healthcare, travel, finance, etc.
- Crafted high-quality content for websites such as **TriventCad, Vedant Artisan, and Asian Beauty**.
- Managed multiple projects simultaneously, consistently meeting deadlines and maintaining high-quality standards.

Freelance Graphics Designer

November 2023 - Present

- Created custom designs for clients using Photoshop, Canva, and Figma, including logos, social media graphics, and other marketing materials.
- Assisted in designing print materials, including banners, brochures, advertisements, and business cards.

TECHNICAL SKILLS

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|--------------|-------------|-------------|
| • HTML | • SEO | • Wordpress |
| • CSS | • Canva | • JasperAI |
| • JavaScript | • Photoshop | • ChatGPT |

SOFT SKILLS

- | | | |
|-------------------|-------------------------------|-------------------|
| • Communication | • Creative thinking abilities | • Patience |
| • Time management | • Customer Focus | • Time management |
| • Problem-Solving | • Collaboration & teamwork | • Hardworking |

EDUCATION

Sal Engineering And Technical Institute

Bachelor of Technology, (IT), 8.5CGPA(expected)

2021-2025

Ahmedabad, India

Seventh Day Adventist School

Class 12, 70%

2020-2021

Ahmedabad, India

Divine Buds English School

Class 10th, 72%

2018-2019

Ahmedabad, India

CERTIFICATION

- Certified as a volunteer by National Children Science Congress 2022.
- Certification of appreciation by ISTE, SAL, 2022.
- Certified as a volunteer in Physicscreation, an event held at college.

EXTRA CURRICULAR ACTIVITY

- Participated in different seminars and workshops in college.
- Contributed as a content writer and volunteered at various events at college, being a part of the organizing committee.
- Contributed as a volunteer and content writer in NCSC-2022.

HOBBIES

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|---------------|-----------------|
| • Writing | • Gaming |
| • Researching | • Listening |
| • Editing | • Music Reading |