

# LAVEENA SAWLANI

## Mobile

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## Email

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## CAREER OBJECTIVE AND SUMMARY

With over 4 years of experience in PR and content writing, I would like to pursue a new challenging role to further enhance my career and apply the learnings gained from my previous assignments.

I currently work as a content writer for an IT & Digital marketing company in Nashik, India.

My career goal is to seek a challenging and creative post that would enhance my innovative & technical skills while contributing to the overall growth of the organization.

## WORK EXPERIENCE

**Nethority Technologies Pvt Ltd, Nashik**  
**IT & Digital Marketing Firm**

**Aug 2017 – Present**

### **Content Writer**

I work as a content writer for Pricekart.com (price comparison website). I handle and write blogs, website content, reviews, guest blogs, news and articles for Pricekart. In my role as a content writer, I also help in designing content and marketing strategies. My role also includes researching and staying updated with the latest news and trends from the world of technology.

**3 PENCILS, Nashik**  
**Advertising & Media Firm**

**June 2017 – Aug 2017**

### **Social Media Manager & PR (Intern)**

In my role as a social media manager and a PR, I am responsible for handling and promoting the social media handles (Facebook, Snapchat & Instagram), writing blogs and posting it online, and staying in touch and interacting the client needs with the designers to help generate designs for various clients.

**WISDOM XTRA, Nashik**  
**Training Institute**

**Jan 2017 - June 2017**

### **Personality Development & English Trainer**

In my role as a Trainer, I was responsible for helping people of all personality types to be able to work together for the common good by teaching seminars and developing curriculum for employees to follow. Conduct lectures on teamwork time and stress management personal accountability initiative needed in the corporate world etc.

**DESCROLL, Chennai**  
**Online Design Magazine**

**June 2014 - June 2016**

**Public Relations**

In my role as a PR, I was responsible for Maintaining good contacts and relationships with editors and journalists, keeping up to date with current affairs as well as industry related and local news, publicizing campaigns via social media sites like Twitter and Facebook and in charge of keeping the company website updated with relevant content and articles

**SKILLS**

- Very detail oriented, organized and hard working
- Strong communication, writing & research skills
- Highly positive and optimistic attitude
- Able to prioritize work and comfortable multi-tasking
- High persuasiveness skills

**CERTIFICATIONS**

1. Hubspot Content Marketing Certified (Nov 2018 – Dec 2020)
2. Google Digital Unlock Certified – Dec 2018

**QUALIFICATION AND PERSONAL ATTRIBUTES**

**Bachelor of Interior Design**

**2011 - 2014**

National College of Design, Chennai, India

**High School Graduation in Commerce**

**2008 - 2010**

Sherwood Hall Senior Secondary School, Chennai, India

**Proficient in MS Office**

Familiar with design software's including AutoCAD, Corel Draw, Google Sketch Up & Photoshop

**Personal Bio:**

Date of Birth: 8 August 1993, Chennai

Nationality: Indian

Marital Status: Single

Languages: English, Hindi, Sindhi & Tamil