|  |  |
| --- | --- |
|  | Sonia  Jain |

|  |
| --- |
| B 204 Radhe Crystal Society, Kudasan, Gandhinagar, India, +91 7014931363, Sonia1990.sj@gmail.com |

**Professional Summary**

Enamoured with literature, an innovative thinker and a creative content writer, I appreciate technical and non-technical writing. My passion and urge for increasing new bits of knowledge on gadgets and innovation has driven me here. I extinguish my hunger for innovation through my action oriented written writing skills and a profound ability to remain fully informed regarding latest industry trends. Other than this, I am a traveller, a good artist, a keen follower of writing and love to read novels. I have huge enthusiasm for Hollywood films. I live with the belief that my hobbies and eagerness have turned into my profession.

**Skills**

|  |  |  |
| --- | --- | --- |
| * Editing and proofreading | * Google AdWord landing page content | * Web Content |
| * Press release, Newsletter, Article, Case Study | * Copy Writing | * SEO Content |
| * Technical writing | * Grammar editing | * Time management |
| * Task prioritization | * Social media Content |  |

**Experience**

|  |  |
| --- | --- |
| Creative Content Writer  Dash Technologies | Ahmedabad, India | February 2021 - Current |

- Proofreading/Reviewing/Editing  
- Social media marketing content (LinkedIn/Insta/Newspaper/Flex/Standee)  
- E-mail Marketing content  
- Dribbble writing  
- Behance writing  
-Case study writing  
- Bootcamp writing  
- Portfolio writing  
- Brochure writing  
- Video Transcription  
- Upwork profile covers writing  
- Google Ads content  
- Case study PPT webinar content ( Industries- AI/ML in InsurTech,Healthcare, Automotive, FinTech, Banking Bot, Airport Authority)  
- Google AdWord landing page content  
- Webinar content writing  
- One-liner and publishing content for YouTube videos  
- Sales marketing (e-mail and LinkedIn message templates) writing  
- Social media content (Update daily)  
- Most recent innovation based blogs  
- To make quotes on successful entrepreneur's motivational clips  
- White paper overview  
- Research to create SEO amicable content  
- Web content- AI, IoT, ML, Data Science  
- Content curation for better search traffic  
- Press release, Newsletter, Taglines, Meta Description, Article  
- Video reviewing

- Handling another website's content (Rekrooting by Dash Technologies)

|  |  |
| --- | --- |
| Executive Content Writer  Truworth Infotech | Jaipur, IN | November 2017 - April 2019 |

- An interior spray paints and health service provider

- Product Content Writing

- Worked on website content related to spray paints of Bellinzoni & Rust-oleum

- Published the articles/blogs on Truworth Homes

- Worked on writing press releases, newsletters

- Let the effort of doing the research and analysis about the brand before writing the articles

- Awarded as employee of the month and appreciated across the firm

- Used tools and platforms like Canva, Magento.

|  |  |
| --- | --- |
| Content Writer  Arka Softwares | Jaipur, IN, India | May 2017 - October 2017 |

- Involved in technical content writing which involves topics like AWS, Azure

Fundamentals.

- Worked on writing blogs and press releases.

- Involved in writing website content.

|  |  |
| --- | --- |
| Creative Content Writer  Seraph Infotech | Jaipur, IN | March 2017 - October 2017 |

- Technical Content Writing.

- Evolved in writing technical content related to artificial intelligence, website content, eCommerce etc.

- Also worked on writing content related to privacy policies.

|  |  |
| --- | --- |
| News writer and editor  Samachar Jagat | Jaipur, IN | December 2016 - May 2017 |

- E-Newspaper Content Writing.

- Evolved in news writing and editing.

- Involved in news publishing and twitter handling.

- Used tools like WordPress.

**Education**

|  |  |
| --- | --- |
| B.Ed  Rajasthan University, Jaipur, IN | July 2013 |

|  |  |
| --- | --- |
| M.A  Rajasthan University, Jaipur, IN | December 2012 |

|  |  |
| --- | --- |
| B.A.  Kota University, Gangapur, IN | May 2010 |

**Languages**

English