

Binita Parikh

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Career Objective: To obtain respectable position in a prestigious organization where I can maximize my skills and my knowledge is utilized and sharpened towards my passion.

Professional Experience:

Space-O Technologies

Senior Content Writer

August 2022- Till date

Roles and Responsibilities

- Content creation for SaaS products- UpperInc, FacilePay, and Docomatic
- Prepare SEO based content
- Website blogs
- Service pages content creation
- Reviewing and Editing blogs
- Optimizing blogs as per Ahrefs and GSC
- Template writing
- Portfolio writing
- Manage and plan content with SEO Lead and Designer
- Perform SERP Audit

Excellent Webworld & aPurple

Content Writer

[linkedin.com/in/binita-parikh-61957b132](https://www.linkedin.com/in/binita-parikh-61957b132) (Kindly check the links I have posted for reference blogs)

August 2021 till July 2022

Roles & Responsibilities

- SEO based Website Blogs, Social Media Post, Quora
- Guest Posts and Newsletter Content
- YouTube Script and Description
- Create taglines and captions for Social media post
- Review Creatives
- Writing Meta descriptions
- Writing Testimonials, Dribbble content
- Review IT Blogs written by third-party candidate
- Managing 2000 – 3000 words daily
- Plagiarism free and unique content delivery

AONE SEO Service

Content Writer

June 2020 to July 2021

Roles & Responsibilities

- Writing Blogs, Articles, Web content, Social Media Post for clients
- Cater to domestic and international clients

- Create taglines and captions for Social media post
- Review Creatives
- Review Meta descriptions
- Creating content for developing a new website
- Writing Testimonials and Google Reviews
- Managing 1000-2000 words daily
- Plagiarism free and unique content delivery

Content written for the below websites

<https://imagelaundry.ae/>

<https://www.alphatilesuae.com/>

<https://yashcorporation.com/psyllium-husk/>

<https://www.zivadental.com/>

<https://vishnuweaves.com/>

<https://www.beebucketindia.com/>

<https://www.villachanticleer.com/blogs/>

Shaligram Corporation

HR Manager cum Content Writer

July 2018 – April 2020

Roles & Responsibilities:

- Administer compensation and benefit plans
- Payroll and maintaining salary sheets
- Managing Time sheets, leaves and credit related issues
- Managing in talent acquisition and recruitment processes
- Conduct employee onboarding and help organize training & development initiatives
- Provide support to employees in various HR-related topics such as leaves and compensation and resolve any issues that may arise
- Providing TDS related paperwork to employees

Roles & Responsibilities as a Content Writer

- Writing Web content, Social Media Post for Shaligram Infotech and Shaligram Buildcon
- Create taglines and captions for Social media post
- Review Creatives
- Creating content for developing a new website
- Plagiarism free and unique content delivery

Freelance Content Writer

November 2017 – till date

- Travel – Article on travel places in and around Ahmedabad
- Food – Blog on Best restaurants in Ahmedabad and different cuisines all over India
- Health and Fitness – Blog on several healthy food items
- Education – Website article for Oversees education for MBBS
- Furniture – Modern and Contemporary furniture blogs for UK based company
- Tourist Places and Destinations – Several blogs on weekend getaway ideas and best wedding destinations
- Photography- Article on High-end camera and lenses
- Education Consulting – Website content on consultation

- Event Management – Website creation and content for Event management
- Short descriptive articles written for US based company
- Creating content for developing a new website

References- On request

Pharmahood Consultants

Talent Acquisition Specialist and Client Coordination

February 2016 to October 2017

Roles & Responsibilities:

- End to end recruitment for all the vacancies.
- Developing a good understanding of client companies, their industry, what they do, plus their work culture and environment.
- Posting vacancies through job portals and Mass mailing for better results.
- Identifying and approaching suitable candidates who may already be in work.
- Requesting references and checking the suitability of applicants before submitting their details to the client.
- Briefing the candidate about the responsibilities, salary and benefits of the job.
- Editing and formatting CVs to forward to clients regarding of suitable applicants.
- Organizing interviews for candidates as requested by the client.

Business Development

Roles & Responsibilities:

- Closes new business deals by coordinating requirements; developing and negotiating contracts
- Protects organization's value by keeping information confidential.
- Enhances organization reputation by accepting ownership for accomplishing new and different requests exploring opportunities to add value to job accomplishments.
- Approached different sectors to get clients – Real Estate, Manufacturing, Education, Chemical, Information Technology, Health and Pharmaceuticals, Advertising and Media Etc.
- Closed and handled clients from Media, Information Technology, Education, Manufacturing companies.
- Arrange meetings with proprietor for final closure with clients.

Technomine Pvt. Ltd

Recruitment Consultant – Healthcare UK

April 2015 to February 2016

Roles & Responsibilities:

- Locums Recruitment – UK
- Doctors Compliance and Sales Support.
- New Registrations of Doctors.
- Placing Doctors and Nurses to NHS hospitals.
- Keeping a database of their documents and available dates.
- Maintaining relations with medical staffing of the NHS Hospitals for getting locum work to our Agency

Apps Associates Pvt Ltd.

HR Recruiter (IT)

October 2013 to October 2014**Roles & Responsibilities:**

- End to End Recruitment process
- From getting the requirement to sourcing profiles from various portals and vendors.
- Calling candidates, being responsible for the interview scheduled till hiring process.
- Closed position for ATC Project in 4 days.
- Partnering with hiring managers to determine staffing needs
- Screening resumes
- Performing in-person and phone interviews with candidates
- Administering appropriate company assessments
- Performing reference and background checks
- Making recommendations to company hiring managers
- Coordinating interviews with the hiring managers
- Following up on the interview process status
- Maintaining relationships with both internal and external clients to ensure staffing goals are achieved
- Communicating employer information and benefits during screening process
- Staying current on the company's organization structure, personnel policy, and federal and state laws regarding employment practices.
- Serving as a liaison with area employment agencies, and industry associations
- Completing timely reports on employment activity

CEXO International

(Private consultancy firm, giving a help to companies in need of people at high level management)

Associate Partner**September 2012 to September 2013****Roles & Responsibilities:**

- Catering to only vacancies of only High level management.
- Conversing with companies who need employees, discussing their job description and CTC,
- Short listing candidates and contacting them to offer the job.

Internship Experience:**ICICI LOMBARD GIC.Ltd - June 2011 to July 2011****Roles and Responsibilities:**

- Worked as an intern in the HR field
- Analysis of "satisfaction levels on Employee Referral"
- Worked in the Recruiting process of the company

Education Qualification:

Degree	Institute	Specialization	Grades
MBA	Amity Global Business School(2012)	HR / Marketing	6.66 CGPA

Graduation	Villa Marie Degree College(2010)	B.COM(Regulars)	67%
XIth	Villa Marie College (2007)	MEC	65%
Xth	St.Marks Progressive School(2005)	SSC	75%

Academic Projects Undertaken:

- Several presentations given in every subject.
- Presentation on Business Law- elements of contract.
- Marketing survey done to differentiate service of Nokia and Samsung.
- Marketing project on “THUNK” “Aero Express”
- Presentation given on “Group Discussion”
- Dissertation submitted on “Impact of cross cultural aspects on employee performance in an organization.”

Key Achievements:

- **Received Appreciation Award from Apps Associates for Outstanding Work on ATC Project.**
- 1st prize in Lawn Tennis Tournament
- State level player in Lawn Tennis.
- 1st prize in Table Tennis match held in Amity College.
- 2nd prize in Quiz competition held at school level.
- 2nd prize in singing competition at school level.
- 1st prize in dance competition at intermediate level.

Extra & Co-curricular Activities:

- Member of CRC Committee at Amity Global Business School.
- Member in Hospitality management at Amity Global Business School.
- Member in organizing the events and programs at school and college.

Skill Sets:

- **Organizing Skills:** Orchestrated various events at inter college level.
- **Planning Skills:** Planned the various events and activities to be undertaken at college level.
- **Leadership Skills:** Directed a team of around 50members at a school event.
- **Team Player:** Worked as a team in various activities at college level.

Personal Information

Date of Birth: 28th April, 1990

Address: Shela, Ahmedabad

Languages Known: English, Gujarati, and Hindi