




### CONTACT.INFO

 Ghatloadia, Ahmedabad  
 +91 7359121977  
 [Nikita.kapoore@outlook.com](mailto:Nikita.kapoore@outlook.com)

### PERSONAL.INFO

DOB -30<sup>th</sup> Aug, 1994  female  
 : Married

### FAMILY.INFO

Husband: Hitesh (CA, CS, DISA)  
 Father: Vikrambhai (Passed away)  
 Mother : Shobhaben(Homemaker)  
 Brother: Hardik (MBA- AC Manager)  
 Sister-in-law: Shantoshi (MCOM)

### LANGUAGES

Gujarati & Hindi ★★★★★★  
 English & Marathi ★★★★★☆

### COMPUTER PROFICIENCY

- Microsoft office
- Tally
- Oracle

### PERSONAL INTEREST

- |                                |                          |
|--------------------------------|--------------------------|
| ✓ Reading                      | ✓ Mythology              |
| ✓ Writing                      | ✓ trekking               |
| ✓ Social Programs & gatherings | ✓ Exploring social media |

### PROFESSIONAL AFFILIATION

|                                     |          |
|-------------------------------------|----------|
| Info. Techno. Training              | ICAI     |
| Management and Communication Skills | ICAI     |
| Content writing workshop            | frontrow |

### INTERNSHIP-CF Patel & CO.

(2014-17)

The firm is having experience of more than 20 years in the fields of internal audit, bank audit, and taxation.

|                |                 |               |
|----------------|-----------------|---------------|
| Internal Audit | Statutory Audit | Payroll audit |
| Bank Audit     | Stock Audit     | Direct tax    |
| 3CD            | TDS             | Accounting    |



### PROFILE / CAREER SKILLS

- ▶ More than 7 years of experience in the field of Content Writing and Content Marketing, blog writing, creative writing such as poetry and short stories.
- ▶ Around 6 Months of experience of internship in Digital Marketing at Brandveda institute, learning Social Media Marketing, Google Ads, Search Engine optimization, etc.
- ▶ Worked on various categories of content writing like Educational, Finance, lifestyle, and Travel, which resulted in gaining immense knowledge of different categories' researching methods, keyword planning, application of my educational knowledge.



### OBJECTIVES

- ✓ Seek to apply my experience of content creation and learnings of Digital Marketing with an organization of high repute.
- ✓ I would like to use the learnings and knowledge related to finance often for the betterment of the projects.
- ✓ To be helping hand for the society when and as needed with my knowledge and learnings.



### EDUCATION

| DEGREE   | YEAR | INSTITUTE     | %  | REMARKS              |
|--|------|---------------|----|----------------------|
| <b>PROFESSIONAL</b>                                  |      |               |    |                      |
| PGDDM  | 2022 | GTU           | NA | PG Diploma           |
| Digital marketing & Data Analytic specialist program | 2020 | BrandVeda     | NA | Certification Course |
| CA Inter   | 2013 | Course        | 55 |                      |
| <b>ACEDMIC</b>                                       |      |               |    |                      |
| M.COM  | 2016 | SP University | 49 | External             |
| B.COM  | 2014 | SP University | 72 |                      |





### Certifications

- Social Media Marketing certificate- Brandveda
- Search engine optimization certificate- Brandveda
- PPC certificate- Brandveda



## WORK EXPERIENCE

| ORGANIZATION   | RESPONSIBILITIES (Job descriptions)   |
|--|---|
| <p><b>Education Exclusive LLP</b><br/>Since: 20<sup>th</sup> Feb 2023</p>  <p><b>Brief Introduction:</b><br/>It's an EduTech organization, Acting as a connecting bridge between institutions and students at National level.</p> | <p>✓ Throughout my tenure here, I am working on various aspects of content creation for the EduTech companies.</p> <ul style="list-style-type: none"><li>• <b>Web Content:</b><ul style="list-style-type: none"><li>- Curated diverse content related to student's life in different Cities of India from students' perspectives.</li><li>- Drafted different content on general topics that would be helpful to students as they progress through their lives.</li></ul></li><li>• <b>Daily Updates:</b><ul style="list-style-type: none"><li>- Admission Alerts: Checking various admission updates and draft news accordingly.</li><li>- Exam Corner: Developing content around these topics for ongoing examinations and recent notifications different examinations.</li></ul></li><li>• <b>Competitor Research:</b><ul style="list-style-type: none"><li>- observed various news websites and their working patterns around Education news.</li><li>- Preparing a data bank that can simplify news creations for upcoming days.</li></ul></li></ul>   |
| <p><b>Collegebol</b><br/>Since: April 2022 to Feb 2023</p>  <p><b>Brief Introduction:</b><br/>It's an EduTech organization, Acting as a connecting bridge between institutions and students at Gujarat level.</p>               | <p>✓ During the Job tenure, I have worked on the following areas of content Creation &amp; SEO</p> <ul style="list-style-type: none"><li>• <b>Content Creation for the Website</b><ul style="list-style-type: none"><li>- Regularly update the homepage &amp; other key business webpages</li><li>- Re-drafted the about us and other web pages.</li></ul></li><li>• <b>Content Creation for social media</b><ul style="list-style-type: none"><li>- Create a monthly social media calendar.</li><li>- Creating the content framework for LinkedIn, Instagram, Twitter, etc.</li></ul></li><li>• <b>SEO</b><ul style="list-style-type: none"><li>- Relevant keyword research</li><li>- Updated the whole website's SEO for all four modules.</li><li>- Focused SEO project - EduMart</li></ul></li><li>• <b>Other Content</b><ul style="list-style-type: none"><li>- Producing regular content for websites, including courses, careers, and other relevant categories.</li><li>- Preparing presentations, Email templates, SMS templates, Etc.</li><li>- Drafting legal agreements and HR documents.</li></ul></li></ul> |
| <p><b>Brandveda</b><br/>From: Aug-2021<br/>Till: February- 2020</p>  | <p>✓ During the Internship program worked on the below-mentioned Skills,</p> <ul style="list-style-type: none"><li>• Understanding and creating a buyer's persona and avatars</li><li>• Keyword research through the google ad words and ubbersuggets</li><li>• Creation of content calendar for social media platforms like Facebook, Twitter, and Instagram</li></ul>   |



#### Brief Introduction:

**Educational Institute providing certifications into various Digital Marketing specializations, such as SMM, PPC, and SEO.**

- Understanding various post & content formats and usage of it as a lead magnet
- Understanding content strategies and creation of ad copies for every SMM
- Using Quora for brand awareness and finding lead conversion
- Website Research (Website Structure, URL Structure, Content Optimization, Intent Research, blogs, links etc.)
- SEO-based keyword research
- Understood the on-page and off-page optimization such as checking titles, Description & H1 tag creation, content optimization, blog postings, link renovation, link building. etc.
- Used tools like Moz, Semrush, Ahrefs, Google Analytics, Google Webmaster, Serpwatch, UberSuggest, Hubspot, Canva, Crello, Pablo, Meme Generator, Funnelytics, PromoRepblic, Lumen 5nvideo.

**Freelance Content Writer**  
Since: Dec -2016



#### Brief Introduction:

**Consultancy that provides finance and digital marketing related services.**

- ✓ **Writing content mainly for Avista Web technologies Pvt Ltd and for previous teammates.**
- **EB5 visa and insurance content**
  - written contents explaining the EB5 visa scheme for Indian residents in layman's language as per the rules of various states.
  - crafted content on the business insurance with mentions of required legal explaining.
- **Travel and lifestyle**
  - worked on Indian and international travel locations as part of tourism promotions.
  - penned down content on topics like meditation, tips, and do and don't on various aspects of life.
- **Finance**
  - Drafted content for <https://www.kamleshgami.com/> for financial planning, advisory, and mutual fund.
- **Educational web content**
  - written content for the Brandveda Institute Pvt. Ltd for their website <https://www.brandveda.in/> for google ad course, SEO course, and Digital marketing course page.
- **Hashtags**
  - written various contents for the site <https://www.hashtags.name/> Explaining the recent hashtag trends.

**Avista web technologies Pvt Ltd.**  
From: May-2017  
Till: Aug- 2017

- ✓ **Worked as a senior content writer under the guidance of the SEO team.**
- **Researching and crafting the content**
  - as part of a team I focused on researching, understanding the audience, and drafting the content according to the end needs of the consumer.



- **SEO skills**

-worked closely with the SEO team for keyword research, SERP ranking, content strategies & planning, and organic content creation.

**Brief Introduction:**

**The company works on IT-enabled services.**



**PROFESSIONAL REFERENCES**

**Mr Pradeep Patel | SEO team leader @ Avista web technologies Pvt Ltd.**

Alkapuri, Vadodara

+91 8000083584

prbpatel2@gmail.com

**Mr. Hitesh kapoore | CPA @ Analytix Solutions Pvt Ltd.**

Ahmedabad

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**DECLARATION**

I, Nikita Kapoore, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Place: Ahmedabad, Gujarat

Date:

**Nikita Kapoore**