



# RITIKA KANSAL

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## EXPERTISE & EXPERIENCE

- Content Writing
- Creative Writing
- Blog & Article Writing
- Social Media writing
- Web and App Content
- Copywriting
- SEO/SMO

## KEY SKILLS

- MS Excel
- Research and data analysis
- Google Analytics
- MS Word
- Power Point
- Content Planning & Mngement

## TECHNICAL SUMMARY

- WordPress (Backend-Frontend)
- Search Engine Optimization
- Pivot Table & Adv Excel Tools
- Canvas
- Data Analysis
- Writing/Editing Adv Tools

## INTREST & HOBBIES

- Reading & Writing
- Painting & Sketching
- Creative art
- Surfing Social Media

## WORK EXPERIENCE & REFERENCE

### Content Writiing

- Xtreme Digital  
-Content writing, Blogging, Website Content.
- WooCoupons (<https://www.woocoupons.in/>)  
- Human Resource, Content Manager and planing
- BioticMan Organics (<https://www.boticoorganics.com/>)  
-Content Writer, Seo Manager, Social Media Content,

### WordPress

- Auvarana  
- Content Writer, Blogger, App and website content, Social Media Content, Work Management.
- blissful Plan(<https://blissfulplans.com/>)  
- Content Writer
- The QnA(<https://theqna.org/>)  
- Marketing and Content Writing Strategising

## EDUCATION

- MBA  
IILM University, Gurgaon  
(2021-2023)
- BA English (Hons)  
Delhi University  
(2018-2021)
- Higher Secondary School  
KL International School, Meerut  
(2017-2018)  
94.25% CBSE
- Secondary School  
KL International School, Meerut  
(2015-2016)  
9.4CGPA CBSE

## ACADEMIC EXPERIENCE

- Secretary Of Literature Club  
at Collage (Awaz Club, IILM)
- Research and Writing Workin  
Collage Project (IILM)
- Project Manager/Team Lead  
at College Project (IILM)
- Member of Drama Society, DU  
Script Writer
- Active NSS member, DU  
Social worker
- Online English Class, Aradhya  
Foundation. (Class 12th  
Tutor)
- Creative Head, (KLI School)
- GST & Bank Activity Head