

Nikhil Joseph

Content Writer

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(452010).

OBJECTIVE

Creative and results-driven Content Writer with a proven track record of developing engaging and informative content for various digital platforms. Seeking opportunities to further enhance my skills and contribute my expertise in content creation, website management, and digital marketing strategies.

PROFESSIONAL EXPERIENCE

Prestige Institute of Management & Research, Indore, India

Content Writer - Digital Marketing Team

November 2022- October 2023

- Develop engaging and SEO-friendly content for blogs, articles, social media posts, emailers, brochures, and Quora content, ensuring a consistent brand voice and messaging.
- Develop, manage and oversee content creation for three websites, collaborating with cross-functional teams to ensure seamless development, design, and SEO implementation.
- Coordinate with the development team to assign tasks, provide content frameworks, and ensure timely delivery of website updates and enhancements.
- Collaborate with the design team to create visually appealing and user-friendly web pages, optimizing content layout for enhanced user experience.
- Work closely with the SEO team to implement on-page and off-page optimization strategies, conduct keyword research.
- Develop and execute content marketing strategies to increase brand awareness and foster audience engagement across various digital channels.
- Stay updated with industry trends and best practices in content creation and digital marketing, incorporating new techniques into content strategies.

YouTube, India

Channel: *EvoChronicles (Indonesian), Top 10 Trends, KoreaPop (Spain), Guessit (India).*

Freelance Script Writer

September 2021 – Present

- Successfully wrote and delivered over 200+ scripts for YouTube videos on a wide range of topics.
- Collaborated with a talented team of graphic designers to ensure seamless integration of scripts with visual elements, resulting in enhanced audience retention and interaction.
- Analyzed provided topics thoroughly to understand target audience interests, ensuring scripts were tailored to captivate and maintain viewer attention.
- Utilized creative storytelling techniques and persuasive language to convey ideas effectively and elicit strong emotional responses from viewers.
- Maintained open communication with clients to gather feedback, make revisions, and meet project requirements within agreed-upon timelines.

Skills

- Proficient in crafting engaging and persuasive content for diverse audiences.
- Strong project management skills, able to handle multiple tasks and deadlines simultaneously.
- Familiarity with website content management systems.
- Analytical mindset with the ability to interpret data and use insights to improve content performance.
- Excellent communication and collaboration skills, adept at working in a team environment.
- Creative thinking and problem-solving skills to address content challenges effectively.

EDUCATION

- School of Physics, Devi AhilyaVishwavidyalaya, Indore, MP

Master of Science (Physics) (2022)

- St. Paul Institute of Professional Studies, Indore, MP

Bachelor of Computer Science (2019)

- St. Vincent Pallotti School, Indore, MP

Higher Secondary Education

Maths Stream (2016)