

Aayushi Verma

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EDUCATION

Guru Gobind Singh Indraprastha University

Masters of Arts in English, 2021-23

Kurukshetra University

Bachelor of Education, 2017-18

Delhi University, Kamla Nehru College

Bachelor of Arts in English Honors, 2014-17

D.A.V Public School Kurukshetra

High School & Senior Secondary

SKILLS & CERTIFICATIONS

Content Writing and Editing

SEO optimised content Writing
Copywriting
Proofreading
Academic Writing
Creative Writing
Blogging
Immigration Documentation
SOP, LOR, and LOM Writing
Visa Application Assistance

Digital Skills

Social Media Management
Content Strategy Development
Social Media Marketing
Brand Content Creation
Promotional Content Development
Content Management Systems (CMS)
Canva (Beginner level)
Adobe Photoshop (Beginner level)
Figma (Beginner level)

CERTIFICATIONS

TTT Academy Course – Writing that Sells
Where India Writes Publications – Co-Author
World Culture Festival – 60 Day Fellowship

WORK EXPERIENCES

INDIEFLUENCE, VPS VENTURES, as Creative Content Head [March 2024 – till now]

Project Management

- led a team of 5-15 employees in strategizing content creation, graphic design, and web development.
- Executed 10+ projects with 20+ clients on-board [MYRO, Defined Values Pvt Ltd, Goldstar, Big Byte Health, Nida's Pure , MyDigi Records, Vcube Chemicals]

Client Servicing

- Directly liaised with high-profile clients, delivering services in personal branding, digital marketing, LinkedIn marketing, social media management, and website development.
- Streamlined client briefs through detailed questionnaires, ensuring clarity and alignment with client as well as team needs.

Content Creation

- Contributed to brand reputation-building through strategic walk-throughs and video content creation.
- Developed concepts for reels (Text and Video), static posts, and managed campaigns for social media pages across industries, including skincare, personal branding, yoga, meditation, and technical fields.

Copywriting

- Crafted engaging and impactful copy for social media posts, captions, and reels, tailored to client-specific requirements.
- Scripted conversational and compelling content with hooks for influencer marketing campaigns such as educational reel creation and much more.

Content Writing

- Produced high-quality, SEO-optimized website content for a wide range of industries, including cosmetics, robotics, astrology, yoga and wellness, sewing machines, health and wellness, and more.
- Specialized in both B2B and B2C content creation, ensuring clear and targeted messaging.

CONTENT EUPHORIA, as Content Writer [Oct 2023 – Apr 2024]

B2C Content Writing

- Provided comprehensive content writing services, including blog writing, SOPs (Statements of Purpose), and immigration documentation.

Client Servicing and Counselling

- Delivered personalized one-to-one client servicing and counselling, offering expert guidance in editing and reviewing documents.

- Conducted peer reviews and edits of research materials, ensuring accuracy and quality.

FREELANCE EXPERIENCES

2022-Present: Writing Assistance for International University SOPs, LORs, LOMs, and Visa Applications

- Assisted in the creation of 100+ SOPs for prestigious institutions including the London School of Economics, Ludwig Maximilian University, Monash University, and more.
- Specialized in preparing Statements of Purpose, Letters of Recommendation, Letters of Motivation, and Visa documentation for international admissions.

2020-2021: Tutor for High School Students (English and Social Studies)

- Provided comprehensive tutoring services in English and Social Studies for high school students in both online and offline environments.
- Developed personalized lesson plans to cater to individual learning needs, fostering academic growth in diverse learning modes.

2019: Social Media and Promotional Content Manager, Jhankriti by World Forum for Arts and Culture (WFAC)

- Managed social media platforms and crafted engaging content to promote ALAP Jhankriti, a cultural event featuring renowned classical artists from across India.
- Led promotional campaigns and increased event visibility through strategic content creation.

2018-2019: Freelance Writer (Hindi and English)

- Produced blog content and promotional materials for leading brands including Bajaj Finance, Hazoorilal Jewelers, Da Milano, and travel websites.
- Ghost writing blog posts for the Art of Living official website.
- Curated website content for brands in the astrology and travel niches.

VOLUNTEERING EXPERIENCES

THE ART OF LIVING FOUNDATION [2015 – 2019]

Organized Youth Empowerment and Skills (YES+) Workshops – Delhi University

- Led workshops focusing on youth empowerment, skills development, and personal growth in various Delhi University colleges.
- Conducted yoga and breathwork seminars, promoting holistic health and well-being among students.
- Organized engaging events such as flash mobs and seminars to raise awareness on physical and mental health in and around college campuses.

ACHIEVEMENTS & AWARDS

- Published my poems in "Harmony with a New Light: An Anthology" by Where India Writes (2nd edition, 2021).
- **Student Editor for college poetry magazine named White Noise**
- **Published two songs on YouTube in collaboration with a local music artist in Hindi and English**
- District level debater in English. (School)
- District level football player (School)