

ANOUSHKA ARUN

CONTENT WRITER | CONTENT MANAGER

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EDUCATION

- Vellore Institute of Technology, Vellore *September 2021 - July 2025*
B.Tech. in Biotechnology | CGPA: 7.29
Relevant Coursework: Genetic Engineering, Bioprocess Technology, Bioinformatics, Forensics
- The Sapphire School, Ratlam
CBSE – Class XIIth - Percentage – 80.65% *April 2019- May 2020*
- St. Joseph's Convent Sr. Sec. School, Ratlam
CBSE - Class Xth - Percentage – 86.6% *April 2017- May 2018*

SKILLS

- **Content Development:** Specialized in creating high-quality digital content.
- **SEO Expertise:** Advanced skills in keyword research, content optimization, and performance tracking.
- **Technical Proficiency:** WordPress, Google Analytics, SEMrush.
- **Data-Driven Writing:** Analyzed user behavior to create targeted and impactful content.

WORK EXPERIENCE

That Thing Between The Ears (TTBTE) - Content Writer Intern

September 2024 - November 2024

- Produced 10 SEO-optimized articles monthly, driving a 30% increase in site traffic.
- Designed impactful visual aids and creative captions for articles, leading to enhanced reader retention rates as indicated by increased session timing averaging 3 minutes longer than previous metrics.
- Partnered with teams to develop targeted campaigns and ensured alignment with branding goals.

Local YT Production - Content Writer Intern

November 2023 - February 2024

- Researched and created content for 30+ topics, doubling audience engagement.
- Outlined and executed four major campaigns, increasing website visits by 1,200 users in one month.
- Implemented advanced narrative strategies that elevated overall engagement in videos produced, contributing to a measurable rise in average watch time from viewers by nearly one minute per session.

Alkonic Industries - Content Writer Intern

July 2023 – October 2023

- Authored articles on alkaline water ionizers, resulting in a 30% rise in customer inquiries.
- Elevated website metrics with content achieving an average session duration of six minutes.
- Collaborated on strategies that increased search rankings for target keywords.

Rank Soldiers Ltd. - Content Writer Intern

March 2022 – September 2022

- Delivered 15 high-impact articles, increasing relevance and readership by 20%.
- Adjusted content tone to better align with audience preferences, boosting engagement metrics.
- Generated targeted posts that grew average readership and improved retention.

EXTRACURRICULAR

- VIT Blogger's Club: Published articles increasing blog readership by 40%.
- GRAVITAS'23 (Event Marketing): Executed campaigns that enhanced visibility by 20%.
- VIT Newsletter: Streamlined editing processes within team communications on newsletter production timelines; reduced average turnaround time per article from five days to three days through effective prioritization techniques applied daily.
- RIVERA'23 (Film Director): Directed a movie titled “Revenge,” featured on VIT’s official Instagram account.