

Kriti Khanagwal
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A highly motivated content writer with 8 years of experience in producing engaging and informative content for various industries. Seeking to leverage my writing skills and knowledge to contribute to the success of a dynamic organization.

Education:

Degree	Year of Completion
Bachelor of Technology (Computer Science)	2016
Senior Secondary	2012
Secondary	2010

Skills:

- Proficient in writing and editing content in various formats, including long & short form articles, white papers, eBooks, blog posts, social media, email marketing, and website copy.
- Experience in conducting research and gathering information on various topics.
- Excellent grammar, spelling, and punctuation skills.
- Familiarity with SEO techniques and best practices.
- Ability to meet deadlines and work in a fast-paced environment.
- Proficient in Microsoft Office Suite and Google Suite.

Experience:

Solera: Currently Working

- Write and edit long and short form articles, blog posts, social media content, landing pages, press releases, and website copy for various automotive dealerships in the U.S.
- Conduct research and gather information on various topics to ensure accuracy and relevance of the content.

- Collaborate with clients to understand their brand voice and tone, and produce content that align with their goals and objectives.
- Utilize best SEO practices to optimize content for search engines.
- Develop and maintain editorial calendars to ensure timely delivery of content.
- Work with project managers and team members to ensure successful completion of projects.

Groovie Motel Pvt. Ltd.: 06/2017 to 02/2020

- Wrote and published blogs, long and short form articles, white papers, social media content, and website copy content for the hotel's website.
- Created Thought Leadership content and reviewed everything that goes on the hotel's magazine, brochures, and social accounts.

ML Books International Pvt. Ltd.: 08/2016 to 03/2017

- Increased content quality and SEO ranking of written materials by writing short content such as educational books' intros, proofreading, and indexing.
- Worked on eBooks and white papers for various clients.
- Collaborated with the marketing team to develop and execute content marketing campaigns.

Freelancer: 3/2020 to 2/2021

- Worked as a freelancer in the healthcare industry, food industry, eyewear industry.
- Worked in B2B E-commerce for UAE market.
- Worked in B2C E-Commerce for Indian market.

Interests

- Volunteering at animal shelters
- Traveling
- Dog boarding
- Swimming