

# Jagriti Thakur

## My Contact

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## Projects

- Developer SEO
- Technical documentation
- Managed project proposal and plans
- Self published Novels
  - Forbidden Love
  - Dead Hope
- Technical Writing Skills
- Project documentation
- Project proposal and plans
- Content writing
- Instagram and website content writing

## Skills

- Copywriting
- Content Strategy
- Editing and Proofreading (Grammarly)
- Graphic Design (Canva)
- Technical Documentation
- Technical Editing
- API Documentation
- Proposal Writing
- Report Writing
- Creative Writing
- Storytelling Techniques
- Content Management Systems
- Report Building
- Decision making & efficiency
- Microsoft Excel
- Microsoft PPT

## Education Background

BA English Language and literature  
*Uttaranchal University*

2020–2023

MBA  
*Amity university*

2023–Present

## About Me

A Story teller, experienced technical writer, engaging content for diverse audiences and mediums. Skilled in adhering to style guides and SEO best practices, with a deep understanding of software domains and market trends. Proven track record in managing multiple projects, ensuring timely delivery with exceptional quality.

## Professional Experience

### Content Writer

#### Axis Bank

01/2024 - 07/2024

Noida

Key responsibilities:

- Ensured compliance and operational processes were followed by both ASL and branch banking teams.
- Achieved top-line targets and productivity levels through guidance and support from the Central Team.
- Recruited and trained ASL executives to expand the gold loan portfolio alongside the Branch Banking channel.
- Facilitated seamless gold loan processing by collaborating with teams and ensuring complete documentation.
- Enhanced customer experience by maintaining service quality, average handling time, first contact resolution, and TAT.

### Content Writer

#### Teleperformance

4/2022 - 3/2023

Remote

Key responsibilities:

- Proficient in initial dashboard design, layout creation, and KPI selection based on mock data, facilitating data-driven decision-making.
- Evaluated the impact of poor data quality and developed robust processes to enhance data integrity, ensuring reliable insights and analysis.
- Experienced in creating dashboards on Figma to develop layout prototypes, streamlining the approval process for data visualization projects.
- Enhanced performance of Power BI dashboards by optimizing transformations, measures, and columns for faster data retrieval ,improved user experience and deliver impactful insights to clients.
- Provided on-demand data extraction and analysis tailored to specific requirements, facilitating informed decision-making.
- Provided ongoing support for Power BI dashboards and data changes through Jira tickets, ensuring seamless operations and quick issue resolution.

### Content Editor

#### Flipkart

03/2022 - 07/2022

Remote

Key responsibilities:

- Software Documentation and Content Development
- Clean data collection and maintenance for productivity reports
- Developed SEO-friendly content to enhance search engine rankings.
- Wrote brand content and engaging stories to enhance brand identity.
- Conducted thorough research on subjects to produce well-informed content.
- Related to readers by crafting content that is accessible and engaging for a broad audience.
- Write, edit, and proofread content to ensure clarity, consistency, and adherence to brand guidelines