

Avantika Bhardwaj

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Objective

Experienced content strategist with 2+ years in editing, quality control, and team coordination. Seeking a senior editorial role to deliver impactful content, optimize workflows, and align strategies with business goals while fostering a collaborative team culture.

Experience

1. **CONTENT WRITER & STRATEGIST | QUINT DIGITAL | MARCH, 2023 - JUNE, 2024**
- Developed and executed content strategies across digital platforms, boosting engagement, brand awareness, and lead generation.
 - Produced SEO-optimized content, driving traffic, improving search rankings, and increasing conversion rates.
 - Collaborated with cross-functional teams to create accurate, visually appealing content aligned with brand goals.
 - Managed editorial workflows and schedules, ensuring timely, high-quality content delivery while integrating industry best practices.
2. **STUDENT SUCCESS SPECIALIST | THINK & LEARN PVT. LTD. | DECEMBER, 2021 – JUNE, 2022**
- Monitored students' progress dashboard and on-the-call mentoring support with respect to any specific issues.
 - Solved day-to-day product-related queries and tech-support issues by following the defined SOP's.

Education

Qualification	School/College	Passing Year	Marks (%)
B. Tech (Mechanical)	Bharati Vidyapeeth Deemed University Pune	2021	76
HSC/12th	Smt. D.D.J. Inter College	2016	71
SSC/10th	Smt. D.D.J. Inter College	2014	71

Projects

DESIGN OF AUTOMATIC WASTE SEGREGATION SYSTEM | SEP 2020 - APR 2021

Designed using Arduino board and C++ programming language, an automatic system that segregates domestic household waste into three defined categories – paper, plastic, and metal to minimize the waste generation at an early stage.

Skills & Abilities

- Have good knowledge of Search Engine Marketing Tools like SEMRush, GA4, GSC etc.
- Languages well-known – Hindi and English.
- Can work effectively in team as well as individually.
- Good Analytical skills, good interpersonal skills as well as leadership qualities with proven communication skills.

Extra-Curricular Activities

- Participated as a member of transmission team in Virtual BAJASAEINDIA 2018.
- Led the team for EPST project (Engagement of People with Science and Technology) for once and joined as team member for twice in 2019.
- Worked with literature team for Mechanical Engineering Student Association in 2018-2019.

Achievements

- Achieved Google Project Management Professional Certificate in September, 2022.
- Top Performer in Creative Writing Training in July, 2020 provided by Internshala Trainings.

Hobbies and Interests

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| • Reading | • Content Analysis |
| • Writing | • Psychology |
| • Storytelling | • Creative Artistic Expression |
| • Social Volunteering | • Health & Fitness |