**CURRICULUM VITAE**

**Kriti S Tiwari**

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**Education**

* **MA in Ancient History-** University of Faizabad
* **B.Ed.-** University of Lucknow
* **Bachelor of Journalism and Mass Communication-** University of Lucknow
* **Intermediate-** Lucknow Model Public School
* **High school-** Lucknow Model Public School

**Professional Experience**

**NextGen Invent:**

*Senior Content Writer*

* Developed e-books on cutting-edge trends and technologies and authored blogs for diverse platforms, ensuring broad reach.
* Created content aligned with company objectives related to AI/ML.
* Optimized content for SEO.

**Zenesys Technosys:**

*Senior Content Writer*

* Crafted compelling and innovative content specifically related to AI and ML.
* Conducted thorough research and curated reliable sources. Applied SEO best practices to optimize digital content.
* Developed e-books on cutting-edge trends and technologies and authored blogs for diverse platforms, ensuring broad reach.

**Barrownz Group:**

*Senior Content Writer*

* Created eye-catching, and innovative blog posts and articles by researching and organizing facts and sources for content creation.
* Interviewed sources to gather insights. Built brand following on social media through creative strategies.
* Collaborated with campaign managers, creative teams, and designers.

**Zerozilla.com:**

*Content Writer*

* Developed compelling headlines and body copy.
* Collaborated with team to brainstorm new ideas and strategies and worked closely with designers to ensure visual appeal.
* Developed social media content to enhance brand presence and produced innovative content based on industry research.

**Absas Solutions:**

*Content Writer*

* Created compelling and original content to enhance brand visibility and market presence.
* Researched industry trends and consumer insights to create relevant content.
* Implemented content strategies that contributed to increased website traffic and user engagement.

**Marcomm Advertorials:**

*Content Writer*

* Developed engaging and persuasive content across digital platforms to drive audience interaction.
* Executed creative strategies that improved social media engagement and brand perception.
* Conducted research and analysed data to produce content that resonated with target audiences.

**CodeData Technologies:**

*Content Writer*

* Created content aligned with company objectives, focusing on delivering key messaging effectively.
* Utilized SEO techniques to optimize content for improved search engine visibility and performance.
* Collaborated with marketing and design teams to ensure content consistency and alignment with brand guidelines.

**Swatantra Bharat:**

*Journalist*

* Journalist specializing in women and child development, education, and zoo beats.
* Comprehensive experience spanning 4 years in reporting.
* Produced in-depth articles covering key issues and developments in assigned beats.

**Professional Certifications**

* Marketing: How to use high-impact storytelling certification (Project Management Institute)
* Writing case studies certification (National Association of State Boards of Accountancy)
* SEO: Competitive Analysis certification (International Institute of Business Analysis)

**Additional Skills**

* Editorial expertise across various content types.
* Leadership and mentorship of editorial teams.
* SEO knowledge and digital content optimization experience.

**Extra-curricular**

* Winner at Eureka 2003 organized by CMS school, international reporting competition.

**Personal information**

* **Marital Status:** Widow
* **Husband’s Name:** (Late) Mr. Sourav Kumar
* **Date of birth:** 24th November,1990
* **Father’s Name:** B.K. Shukla
* **Languages known:** English, Hindi

**Declaration**

I hereby declare that all the information provided in this CV is true to the best of my knowledge and belief.