SAMPRITA KUNCOLINKAR

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**CREATIVE WRITING / CONTENT WRITING/ SCRIPTING**

An enthusiastic and high energy driven professional targeting assignments in Content Design and Editing with a reputed organization, preferably in Delhi

**PROFILE SUMMARY**

Recent graduate in English from B.R Ambedkar University Delhi with experience in developing content for websites and handling social media platforms. Experience in writing, rephrasing, proofreading, editing and managing content. Able to meet deadlines and create quality content for multiple fields with subject matter experts, adapting their knowledge into stories, summaries and more. Excellent verbal and written communication skills and a sharp eye for detail (spelling, grammar, tonality).Immense passion for keeping up to date with developments in the digital and social media landscape essentially in entertainment, fashion, beauty , and lifestyle.

**RELATED EXPERIENCE**

**July-August 2014 with Vpromise, Delhi as Web Content Writer (Intern)**

Writing Portfolio: www.techsharx.com/author/**sampritakuncolinkar**/

* Creating, Editing and Proofreading text content for company’s website.
* Richexperienceof working on Window- based documentation tools (Ms. Office: Word, PowerPoint, Excel)
* Slight knowledge of SEO practices to create content as per SEO requirements for better search engine performance.
* Conducting periodic checks on the website content.
* Coordinating with the team to set strategies for effective content creation.

**Accomplishments –**

* Developing and updating instructional content to meet learning requirements.
* Creating and reviewing for the company.
* Writing content for website like articles and blogs.
* Gained some idea about SEO process.

**July- August 2014 with WeChat, Delhi as Promotional Representative (Intern)**

* Created a team of more than 20 people for online promotion of WeChat app.
* Managed the team as team leader of all the events that happened in the group.
* Collected all the required data from the group of the events to create Excel sheet on daily basis.
* Kept a periodic check on the members of the group for content and performance.

**Accomplishments-**

* Experience with Ms Excel
* Creating and managing a team as leader, manager and reporter of the events in the group.
* Online Promotion of WeChat Mobile Application.

**January – February 2017, Working on a CSR Project with Energy Capital (Work from Home)**

* Working in the team as content writer for writing blogs for corporate and social environmental concerns.
* Creating, paraphrasing, editing and managing content for the company.
* Working in sync with the seniors to make the content suitable.

**January – February 2017, Campaign 175 GW with corporate of Renewable Energy Sector, Delhi as Content Writer (work from home)**

* Creating Content on solar energy for blogs and social networking sites like Facebook for public awareness about solar energy.
* Writing quotes and status to post on facebook page for the campaign.
* Working in sync with the seniors, technical and graphics team to make the content suitable**.**

**February 2017 – Till present with Be U Salons, Delhi as Content Manager/ PR Manager (Full Time)**

* Creating, paraphrasing and proofreading content for beauty blogs and social media pages of Be U Salons.
* Creating content for offline marketing material including blogs, brochures, banners, tent cards, SMS marketing and notifications etc.
* Providing content for advertisements on Facebook, Google Adwords, and other platforms.
* Creating and managing content for the App and Website named as Be U Salons, Be U Salons- Partner App and PoFo – Your Lookbook.
* Experience as an App tester
* Experience as a Team Lead of a team consisting of a content writer, photographer, and digital marketing executive.
* Working in sync with the seniors, technical and graphics team to make the content suitable**.**
* Strategizing ideas and providing content for social media campaigns.
* Experience as a photographer in Amazon Fashion Week’17 for Monsoon Salon & Spa and social media executive for Monsoon Salon & Spa.
* Experience of working with other companies on campaigns and Influencers / bloggers for campaigns.
* Managing PR and content marketing for Be U Salons.
* Slight knowledge of digital marketing execution practices.

**KEY SKILLS –**

* Content Writing
* Creative Writing
* Editing and Proofreading
* Blog Writing
* Social Media
* Web Writing
* Research and fact checking

**ACADEMIC DETAILS –**

* B.A in English from B.R Ambedkar University, Delhi in 2016 with a first class degree.

(CGPA – 6.9)

* 12th from Father Agnel School in Delhi (CBSE Board) in 2013 with 63.60% (95% in English)
* 10th from Father Agnel School in Delhi (CBSE Board) in 2011 with 64.60%

*Scholarships / Grants:*

* Agency- Ambedkar University, Delhi
* Dates : January 2015; December 2016
* Purpose : Excellence in Academics

**EXTRA CURRICULAR ACTIVITIES**

* Merit in Spell- Vocab Challenger by Hindustan Times (2006)
* Trained in modern and contemporary dance. (2008-09)
* Participant in workshops at National School of Drama for theatre. (2005-06)
* Member of Photography Club in university (2013-14)

**PERSONAL DETAILS –**

**Date** **of** **Birth:** 13th January 1996

**Languages known:** English and Hindi

**Mailing Address:** B-6/122 UDAP Colony Nehru Nagar, New Delhi -110065