

I am a passionate and highly accomplished content writer & copywriter with over Five years of experience. Proficient in creating clear, convincing, and impactful copy to increase engagement and meet client expectations. Experienced in digital marketing development.

Work Experience

Sub - Editor

EPR Magazine

April – October 2024

- Produced articles and public relations content
- Conducted interviews with CEOs of expanding startup enterprises Authored articles for marketing firms,
- technology startups, and media outlets
- Presented drafts to clients, ensuring necessary revisions
- Proofread content for publication readiness
- Collaboration with the sales and graphics teams to achieve the desired landing page outcomes.
- Write short and dynamic marketing copy for landing pages from white papers, research papers, ebooks, and webinars.

- Check that it complies with customer criteria and SEO rules, and proofread before publishing.

Copywriter, Content Writer & Social Media Executive

Light N Light - Mumbai, Maharashtra

November 2023 to January 2024

Copywriter, Content Writer and Editor

Datamatics Business Solutions Ltd - Mumbai, Maharashtra

September 2021 to October 2023 Mumbai

- Collaboration with the sales and graphics teams to achieve the desired landing page outcomes.
- Write short and dynamic marketing copy for landing pages from white papers, research papers, ebooks, and webinars.
- Check that it complies with customer criteria and SEO rules, and proofread before publishing.

Content Writer and Editor

Swift and Lift Business Magazine

(October 2020- September 2021, Pune)

- Produced articles and public relations content
- Conducted interviews with CEOs of expanding startup enterprises Authored articles for marketing firms,
- technology startups, and media outlets
- Presented drafts to clients, ensuring necessary revisions
- Proofread content for publication readiness

Editor

EarthRoot Magazine -Remote

September 2021 to November 2021

- Collaborate with the content writer and ask them to submit copies of the articles on time.
- Examine those copies and endeavour to match them to the magazine's theme.
- Edit the copies in accordance with SEO best practices.
- Proofread it and get the magazine set for distribution.

Education

Bachelor's degree in English literature

Savitribai Phule Pune University - Pune, Maharashtra

April 2015 to May 2017

Skills / IT Skills

- Creative content creation for impactful engagement
- Editing and proofreading proficiency
- Social media marketing expertise
- Strong creative thinking
- Writing skills
- Proofreading
- SEO
- Keyword Research
- Marketing

- Blogging
- Meta Ads
- Performance Marketing