

A background collage featuring a blue-toned photograph of a dandelion seed head in the upper right, a green plant in a glass jar in the upper left, a close-up of a computer keyboard in the lower right, and a small potted plant in the lower left.

PORTFOLIO

SAEE JOSHI

Digital Strategist | Content Writer

ABOUT ME

AN INTRODUCTION

I started writing as a toddler in school, while I would pen down my thoughts into my secret journal. Ever since then, writing has given me hope while redefining my creativity and self-expression. Today, I am a prolific copywriter and passionate digital marketer experienced in writing and creating content for various brands in the digital space.

My work experience has led me to gain tremendous exposure in the different styles and fields of writing. My work, when combined with my passion, dedication, and commitment to innovative thinking, I believe provides content with a strategy as valuable as your customers are to you.

DIGITAL MARKETING

DIGITAL SKILLS I POSSESS



Brand
Management



SEO
Optimization



Paid Media



Digital Strategy



Google
Analytics

DIGITAL BRAND STRATEGY

SOCIAL MEDIA PLANNING

Includes creation, planning and execution of online content to increase brand visibility and engagement through creation of content calendars, content deck and a stream of creative ideas.

BRAND REPUTATION MANAGEMENT

Responding to customer queries, comments and reactions while monitoring audience brand sentiment and interactions.

COMPETITIVE REPORTS AND ENGAGEMENT ANALYSIS

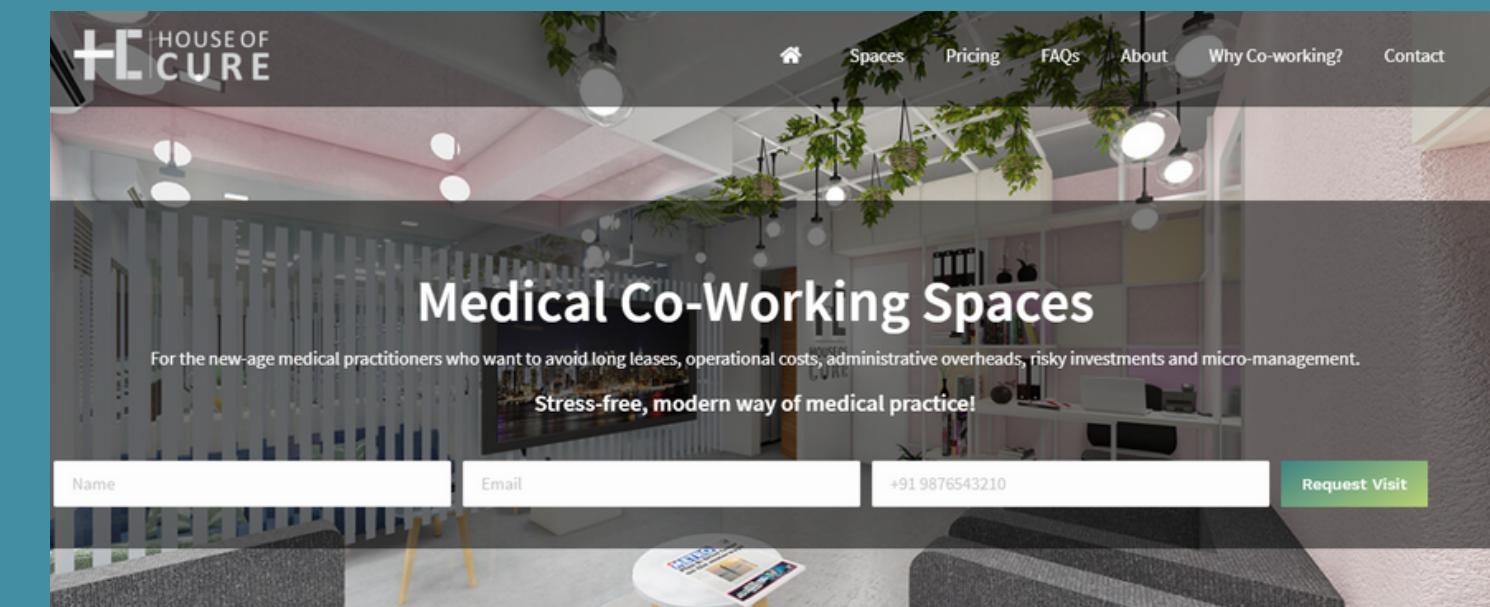
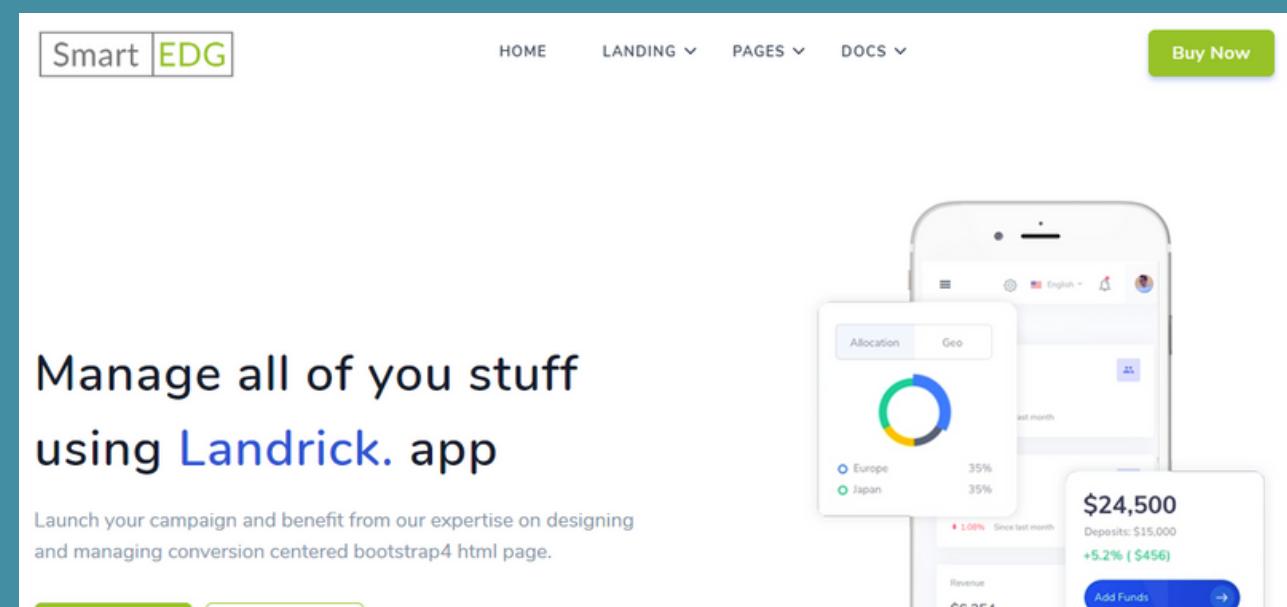
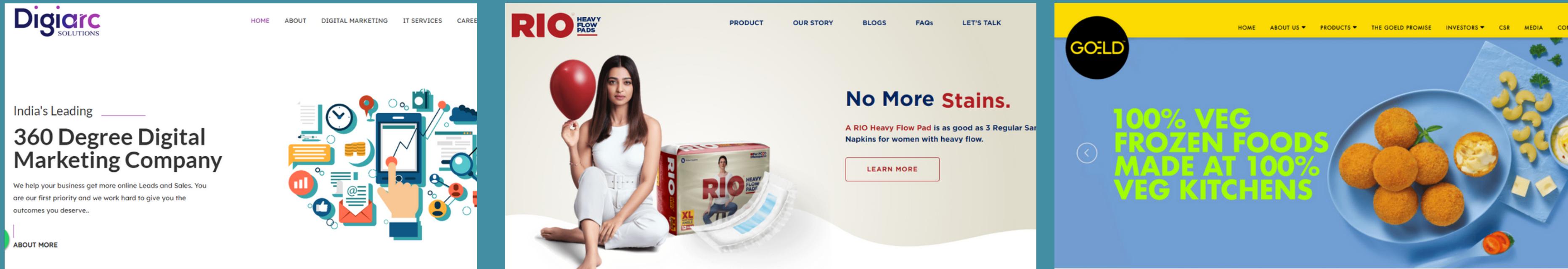
Monthly/ Annual Brand Reporting and Analysis consolidated via different social listening tools and market research methods.

CONTENT WRITING

TYPES OF CONTENT I WRITE

- Website/SEO Content Writing
- Blog Article Writing
- Press Release Writing
- Script Writing
- Email Writing
- Social Media Copywriting
- Ad Copywriting

WEBSITE CONTENT



BLOG ARTICLES

GIFTING



Why send gifts during lockdown

By Admin

CAREER/PROFESSIONAL DEVELOPMENT

7 Simple Ways to Beat Everyday Stress
By CareerNinja Team - August 18, 2017

MOST POPULAR

Ninja Of The Week: Shruti Chaturvedi
CareerNinja Team - June 26, 2017

5 Last Minute Tips For CAT 2018 Preparation
October 15, 2018

Like 0

Stress is an indispensable part of life. With the increasing competition in our day to day routine, we often succumb to stress. Often the root cause of stress is difficult to decipher, and this makes it essential to beat stress.

Some amount of stress which motivates and reinforces us to achieve a given task at hand is good stress. When the level of stress increases, the body feels threatened and enters the 'fight' or 'flight' mode. If not managed well, stress can give rise to problems various problems. Headaches, high blood pressure, dwindling immunity, and depression are a few.

How to Handle Frustration like a Pro
By CareerNinja Team - November 10, 2017

MOST POPULAR

6 Mental Hacks To Ace Your Exams
CareerNinja Team - June 3, 2017

Top Institutes To Pursue a Machine Learning Course
August 13, 2018

Like 0

Do you feel like an over-heated machine that needs to have the 'Under Maintenance' sign on? Do you feel like punching a pillow (or someone) so hard to release the pent-up energy?

Guess what? You are not alone. Life is full of frustrations. They can be minor irritations or continued failures towards your desired goal. Every person at one point in time gets frustrated and angry. Frustration is destructive if you choose to swallow it and proceed. It could result in stress, anger, and depression. Instead, we can change frustration into a

Going Through A Heartbreak? These Could Help More Than Your Best Friend
By CareerNinja Team - April 6, 2018

MOST POPULAR

Can you Earn a Livelihood Doing Social Work?
CareerNinja Team - October 27, 2017

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They say that once you grow up you should write about things that concern the realities of adulthood. Like: love and heartbreak. As magical as the feeling of being in love is, its converse, heartbreak is gut-wrenching. We know that tremendous courage is the prerequisite for opening your heart and soul to someone. The very fact that we let our walls down and let go of a giant guard that kept the doors

BLOG ARTICLES

PERSONAL BLOG

SOMETIMES I WONDER

Sometimes I wonder, this world we live in, are we truly worthy of living in it? What have we done, What have we achieved, to celebrate contentious merriment, and engage in unabashed frivolity? They say that Time is money, yet having the luxury of both, we spend our time away, struggling, just [...]

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PURSUING HAPPINESS

What is Happiness? All people struggle in their lives for the attainment of a single cause, namely happiness. But what exactly is happiness? Happiness is said to be the state of well-being and satisfaction. However, people tend to offer their own interpretations. Some people believe that happiness exists wherever there is money. Others disagree, [...]

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Edit

THE BOILING KETTLE

What has our life become? Our life today, this life has become a lot like a boiling kettle of tea. Why you ask? Well, you should probably be asking this; to answer the 'Why' asked above: What have we done? What have we become? Now I am sure, whatever you may have thought in your [...]

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PRESS RELEASE

ECONOMIC TIMES - TECH NEWS

Chinese Investors Bankroll Indian Start-ups and SME

India's top start-ups may be seen having further hardships when it comes to raising investments, due to the anti-China rule following the ongoing military stand-off between the two countries.

Chinese investors have pumped around \$4 Billion into 90 start-ups in India in 2019 surpassing the United States, thus, emerging as the biggest backers of India's fast-growing digital economy. According to industry insiders, this can be seen to affect small and medium start-up firms more profoundly than larger and older firms. 18 out of 30 unicorn start-ups in India, having a current valuation of over \$1 Billion are funded by Chinese investors.

Some of the well-known companies included in Alibaba Group that may be affected due to this situation are Big Basket, Paytm, Dailyhunt, Healofy, TicketNew, Vidooley, Xpress-bees, Rapido Snapdeal and Zomato. Along with these other reputable and widely used businesses such as popular learning app Byju's and widely used essential apps such as cab hire service app - Ola, food delivery app - Swiggy, music apps such as MX Player, Pocket FM and Gaana Udaan, Practo, and even e-commerce service - Flipkart are also seen to get strained due to anti-China FDI rule. The top concerns of these issues are data security, propaganda, influence and censorships as well as control of platforms.

A start-up founder, however, said that even as investments from China have started reducing, it has led to opening up of increasing investments from USA, Middle East and UK.

It is expected that the Chinese capital will remain as, at least in the medium term, as national investors prepare to set up funds, in the event of these new geo-political scenarios. It was reported by ET in April that India's new FDI policy has increasingly concerned the Chinese venture capitalists, especially after the government mandate stating that all investments from India's neighbouring countries need its prior approval.

However, the country has been impacted and now there is rising concern regarding Indian start-up ecosystem, which is yet highly dependent on foreign investments due to lack of national funds. Evidently so, it could face significant near-to-medium term cash crunch given losing support from Chinese investors and Anti-China laws setting an added risk for national companies to accept any investments from China.

Upcoming Changes In Business Organization and Structure of DigiArc Solutions

DigiArc Solutions, a 360 Degree Digital Marketing Company specializing in Automation, Social Media, Research and Digital Strategy now has a new face who will be leading the organization head strong. Since the previous CEO, MR. Deepak Wadhwa who was the Ex Ad Global 360 Business Head is now being replaced by Mr. Amey Sankhe who is also one of the co-founders and head of account management, who from now on, will be managing entire business operations and business development in the company as well along with Mr. Sandeep Patel, who is the head of IT Support and Development.

DigiArc Solutions, a small passion driven company filled with talented and digitally savvy individuals who are dedicated to help provide solutions with optimum value to their client's business problems. The company values are imbibed within three value pillars, which are - Multidisciplinary approach to develop and execute; Integrated, experienced and adaptive methods at finding new ways of providing optimum business solutions and Identifying opportunities that develop win-win strategies for both clients and their customers.

The current Covid-19 situation has made it difficult for many businesses to manage with their daily function and financial processes while transcending into the new normal. However, with DigiArc Solutions following the current Work from Home routine set up for all their employees since the onset of nationwide Lockdown, has made it possible for the company to function relentlessly while sustaining a stable and ongoing business. Furthermore, a renewed and refreshed outlook has been brought in the company recently due to major changes internally in the organization following the employment of new yet highly experienced recruits in the company from bottom up.

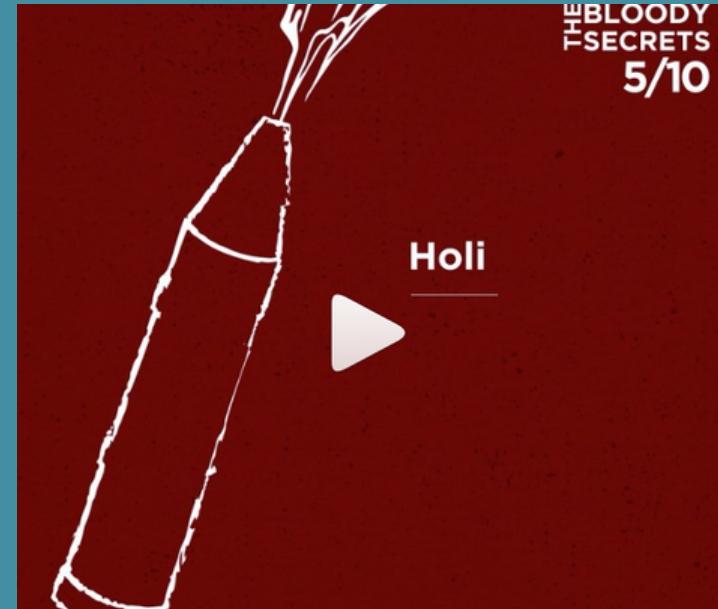
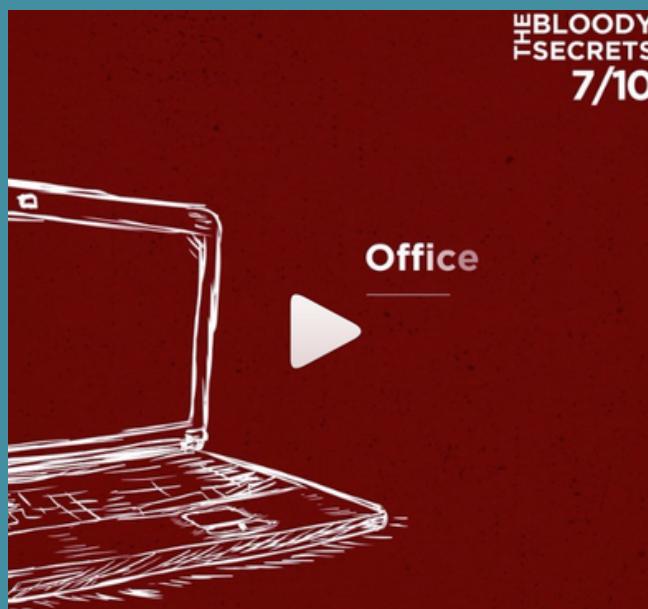
Moving forward, DigiArc Solutions will be implementing a straight forward and a full-service strategy with the on-boarding of new and potential clients ranging from varying fields and industrial backgrounds.

DIGIARC - CORPORATE COMMUNICATIONS

SCRIPT WRITING

**CLIENT: NOBEL HYGIENE
BRAND: RIO PADS**

Launch Campaign Script



**CLIENT: THE GOEL GROUP
BRAND: GOELD**

Brand Launch Script



EMAIL MARKETING

CLIENT: CAREER NINJA



Hey Sae

Hope you aren't too stressed out with college/work routine. It can get hard! And we totally feel ya! Which is why we're back with this week's updates!

This time, we focus our spotlight on all the fresh grads and job seekers around town!

We totally get how unglamorous life can get as soon as you get done with college. And we'd like to admire your persistence and resilience for bearing through it all and treading through those trembling tides with such bravado.

So here are some quick reads to help you sail smoother through this journey! Leave us a note and we will make sure we create something helpful just for you!

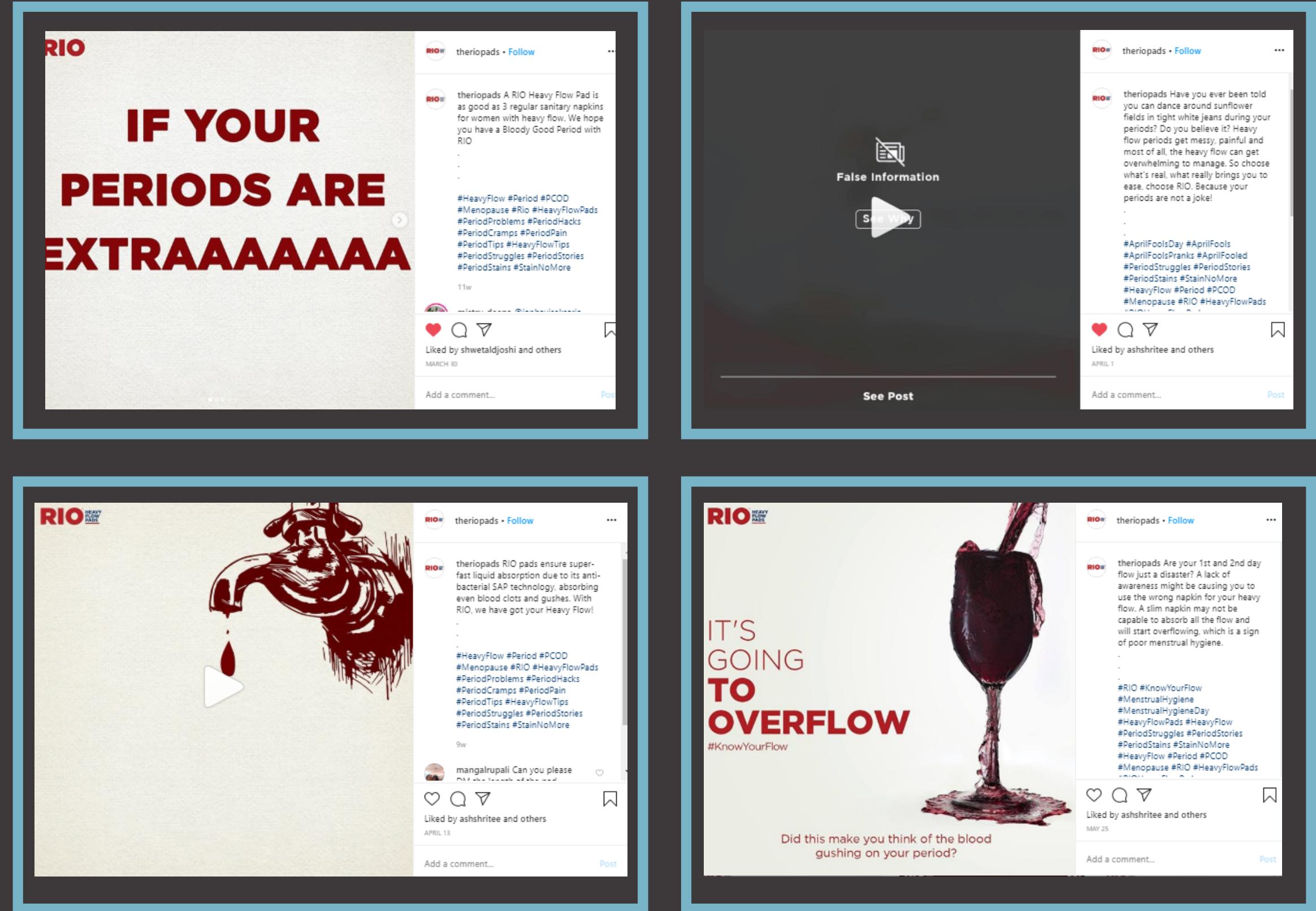


[5 Things You Ought To Consider Before Starting-Up](#)

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CLIENT: NOBEL HYGIENE

Brand: The Rio Pads



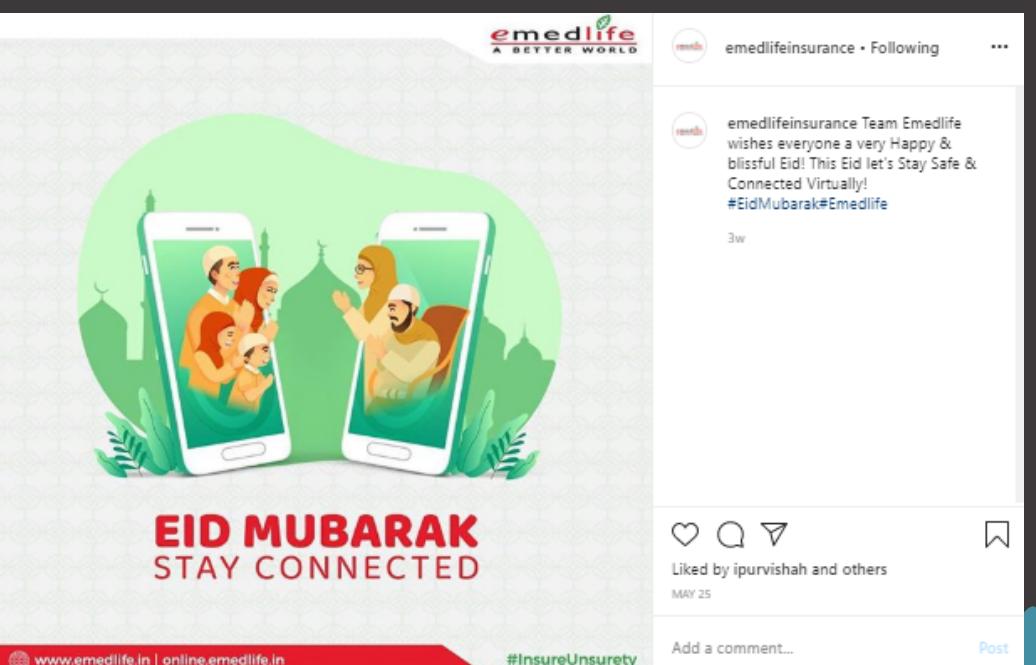
SOCIAL MEDIA COPIES

CLIENT: KIRTIMAHAL LEGACY



SOCIAL MEDIA COPIES

CLIENT: EMEDLIFE INSURANCE



CLIENT: THE GOEL GROUP

Brand: Goel



SOCIAL MEDIA COPIES

CLIENT: DIGIARC SOLUTIONS



digiarc_solutions • Following

digiarc_solutions DigiArc is proud to associate with Tata Tele Services as their channel partner. We hope this union shall surmount every challenge while scaling to greater heights of growth and success.
#digiarc solutions #channelpartner #growth #success #leaseline #hostedIVR #WifiSolutions

11h

Like Comment Share

Liked by imaniketubhe and others

11 HOURS AGO

Add a comment... Post



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digiarc_solutions This World Day Against Child Labour, let's ensure that children get the future they deserve so that they can become the superheroes that will save the world of tomorrow.
#WorldChildLaborDay
#SayNOToChildLabor #StayHealthy
#StaySafe #StayConnected

1w

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anita.vyas 6d Reply

anita.vyas follow @humansfirst20 6d Reply

Don't erase a child's future
Say NO To Child Labour

12TH JUNE

#FlexibilityisCreativity

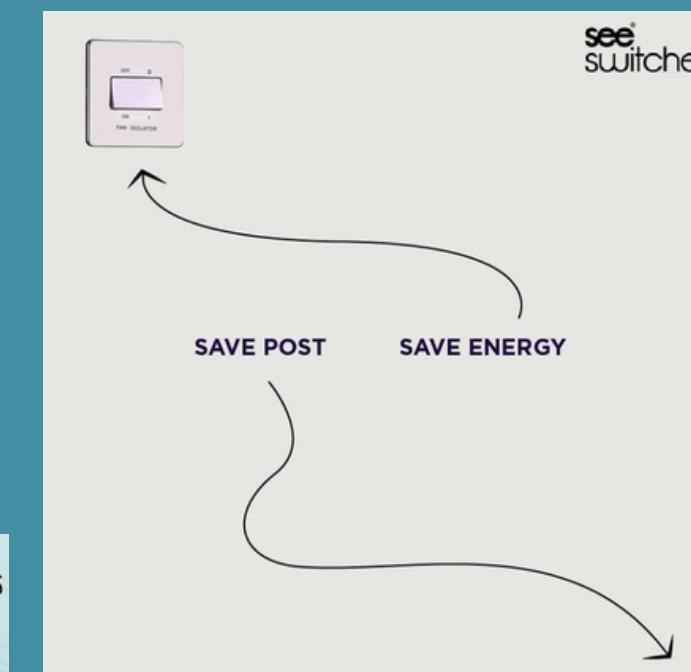
Liked by pujatody and others

7 DAYS AGO

Add a comment... Post

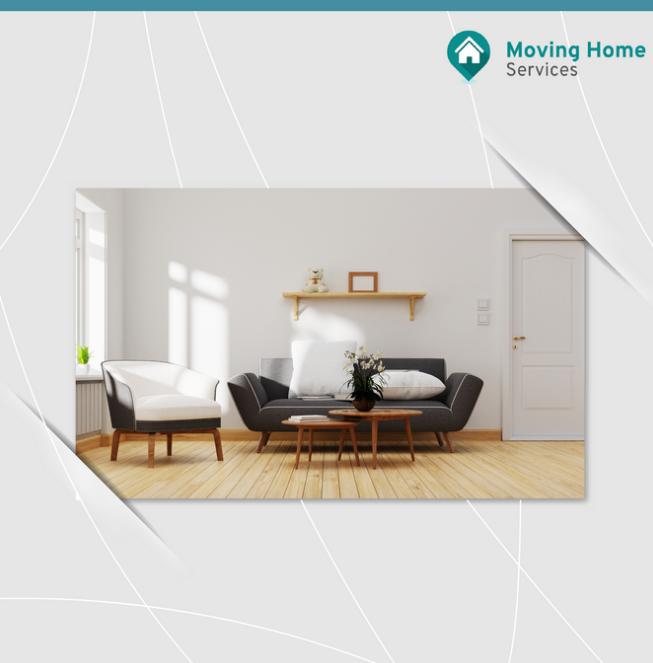
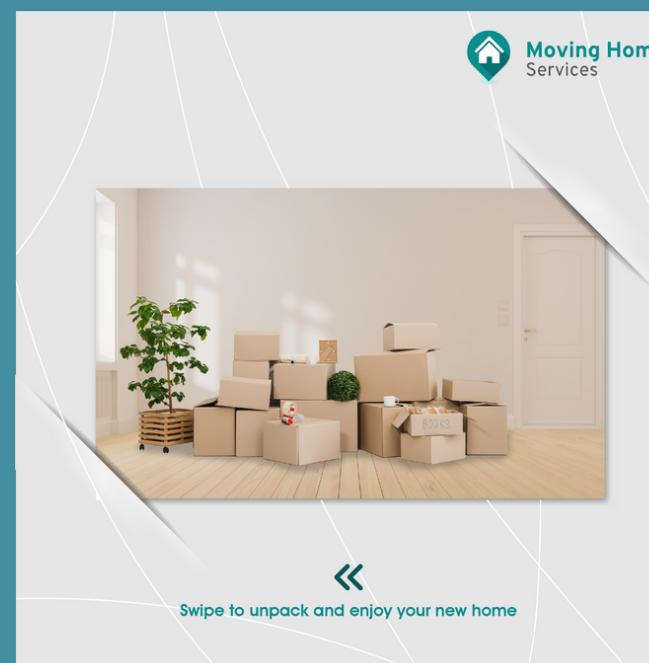
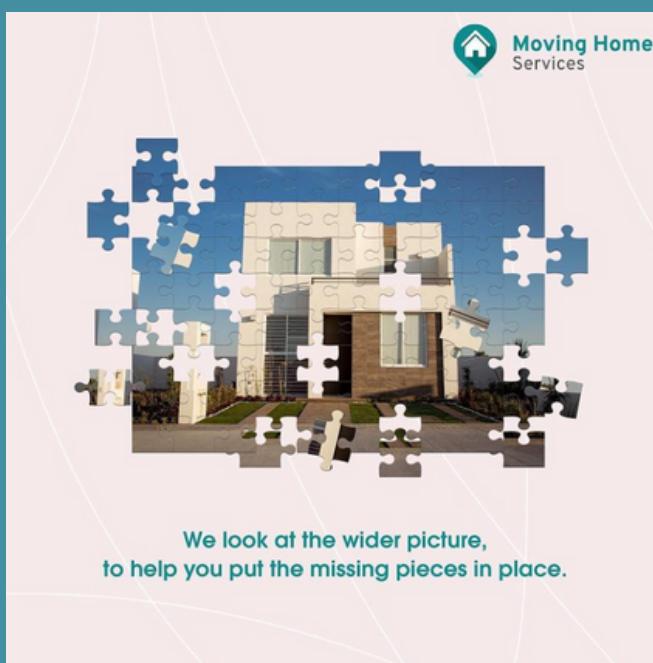
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CLIENT: SEE SWITCHES UK

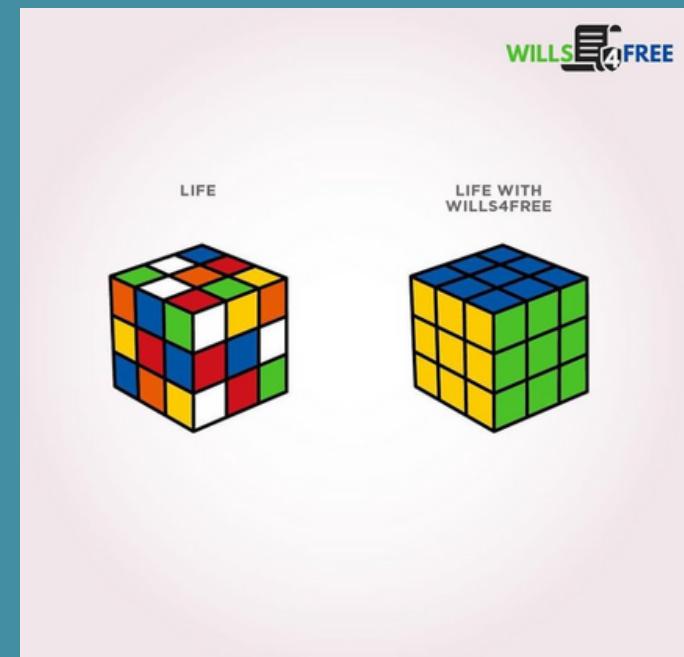


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CLIENT: MOVING HOME SERVICES

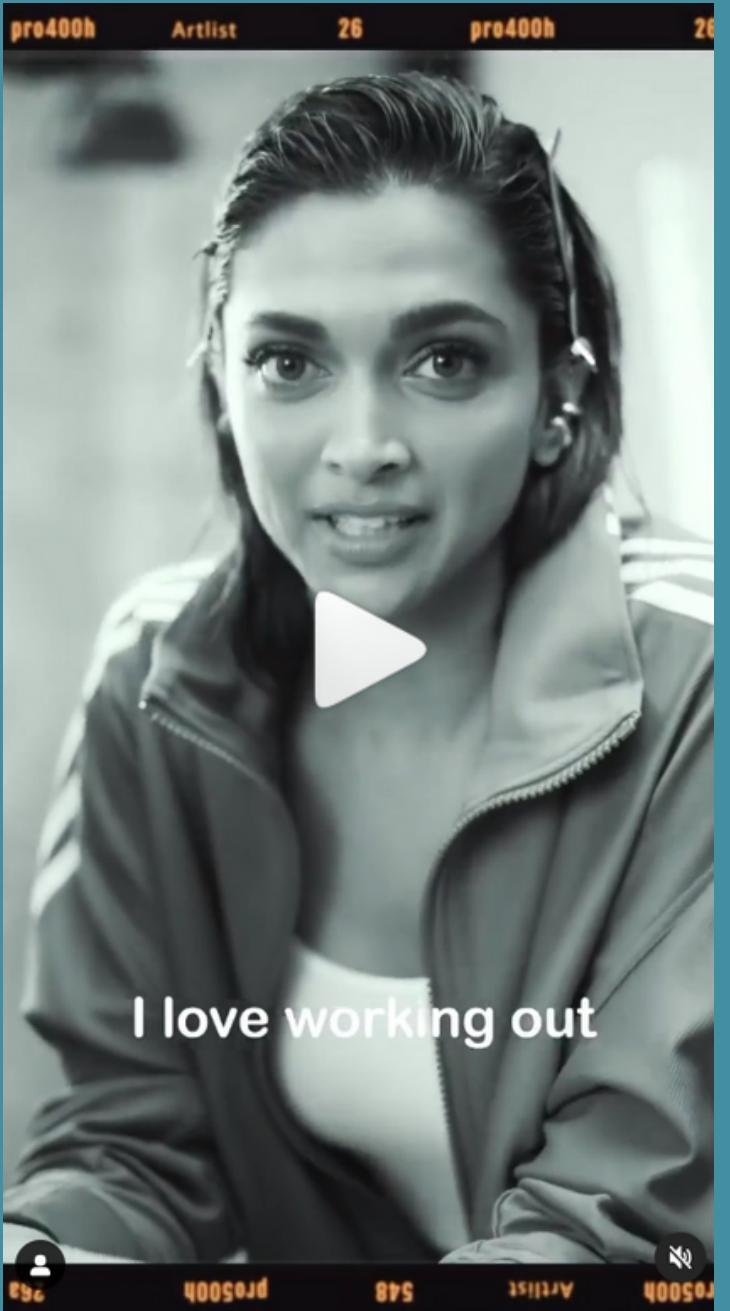


CLIENT: WILLS 4 FREE

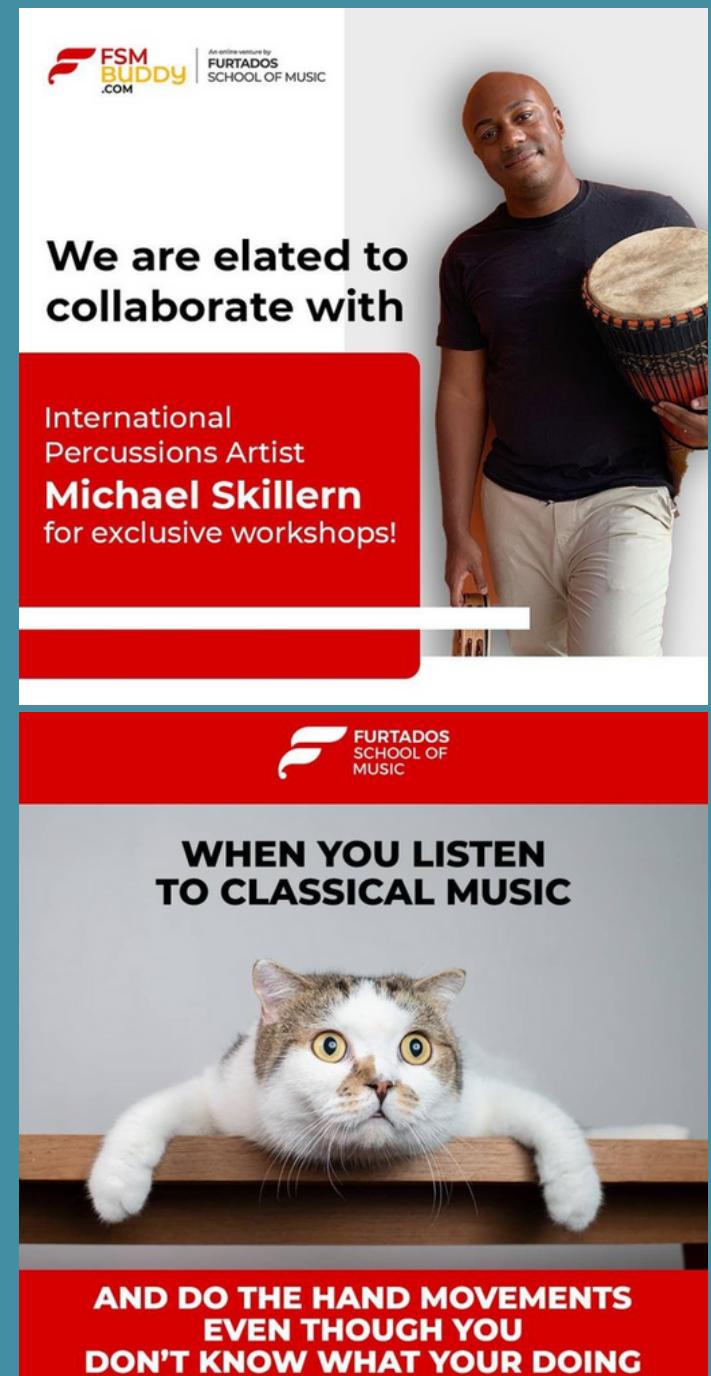
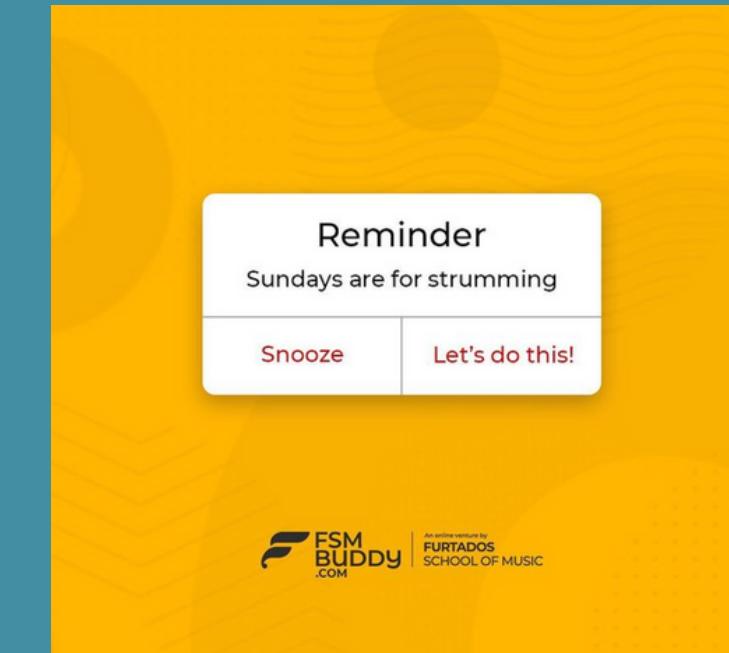
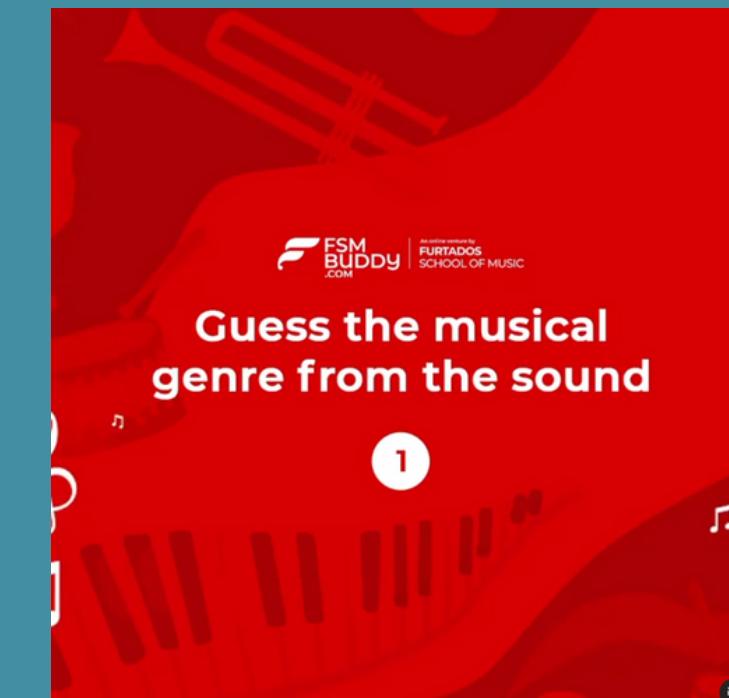


SOCIAL MEDIA COPIES

CLIENT: RESET LIFE



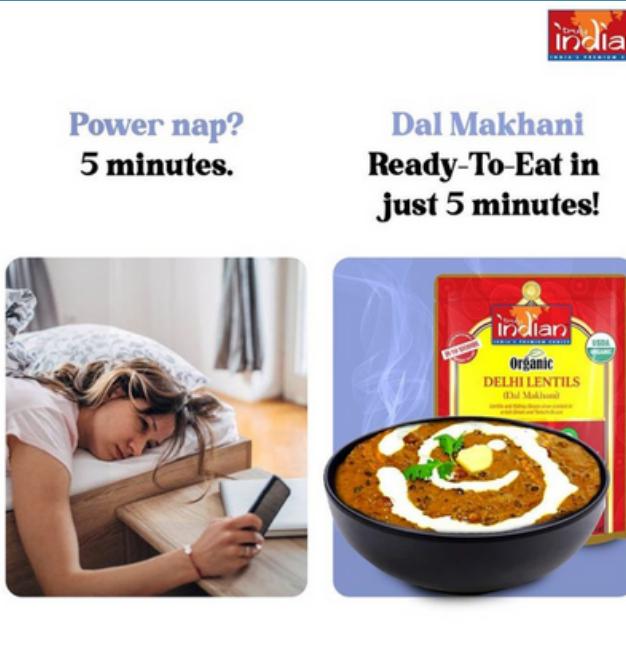
CLIENT: FURTDADOS SCHOOL OF MUSIC



SOCIAL MEDIA COPIES

CLIENT: ADF FOODS

Brand: Truly Indian USA



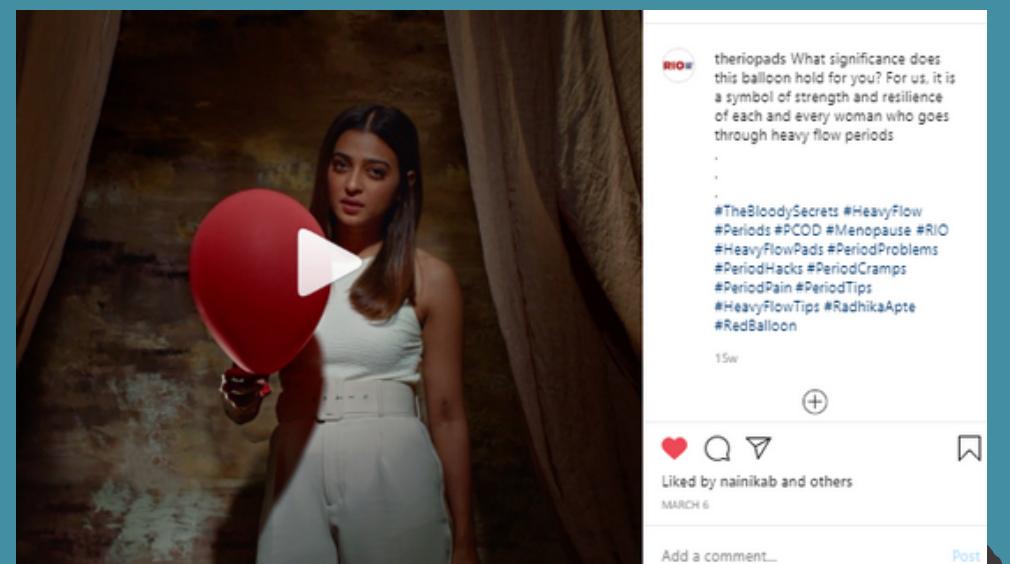
CLIENT: SPACEBASIC APP



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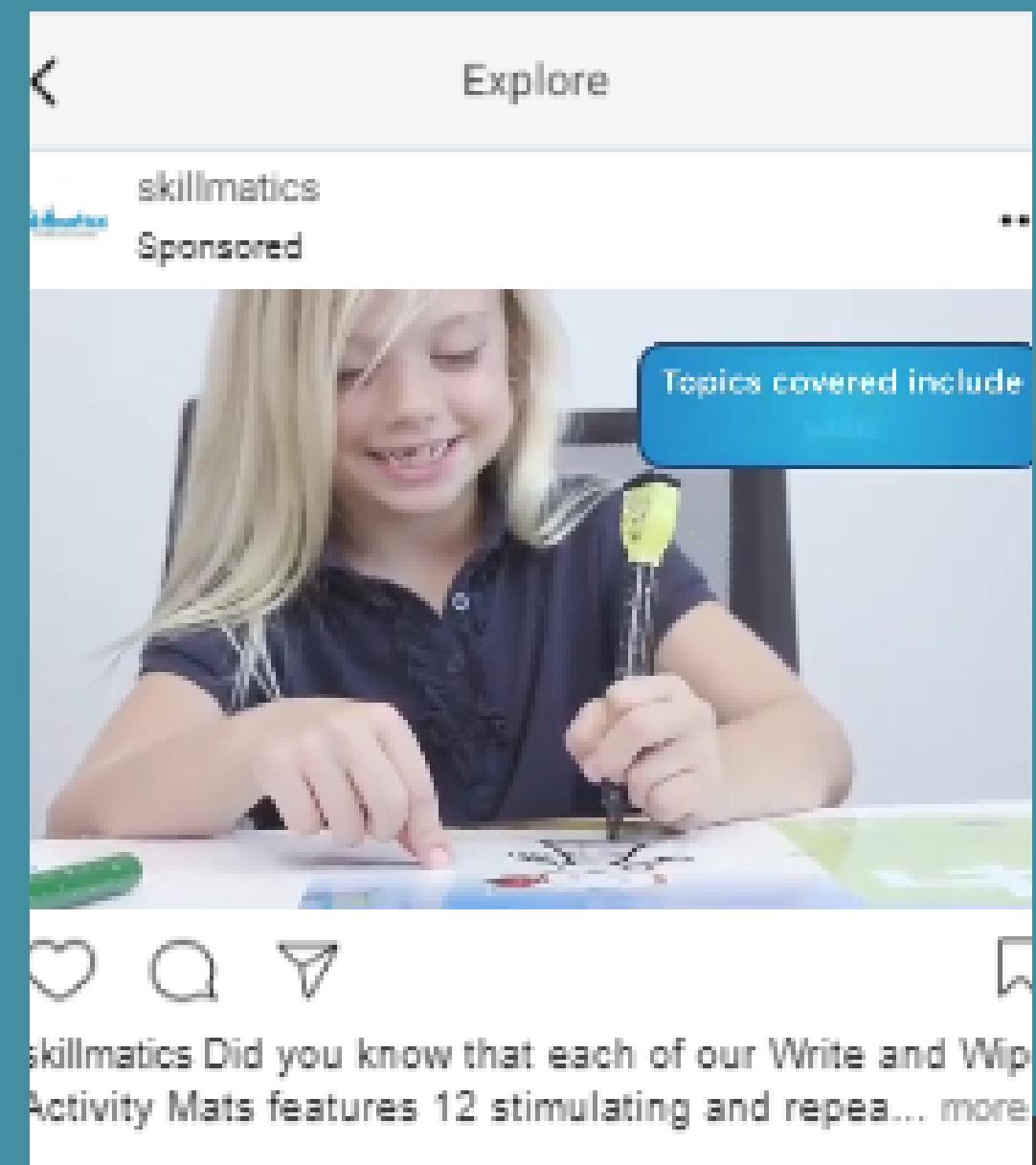
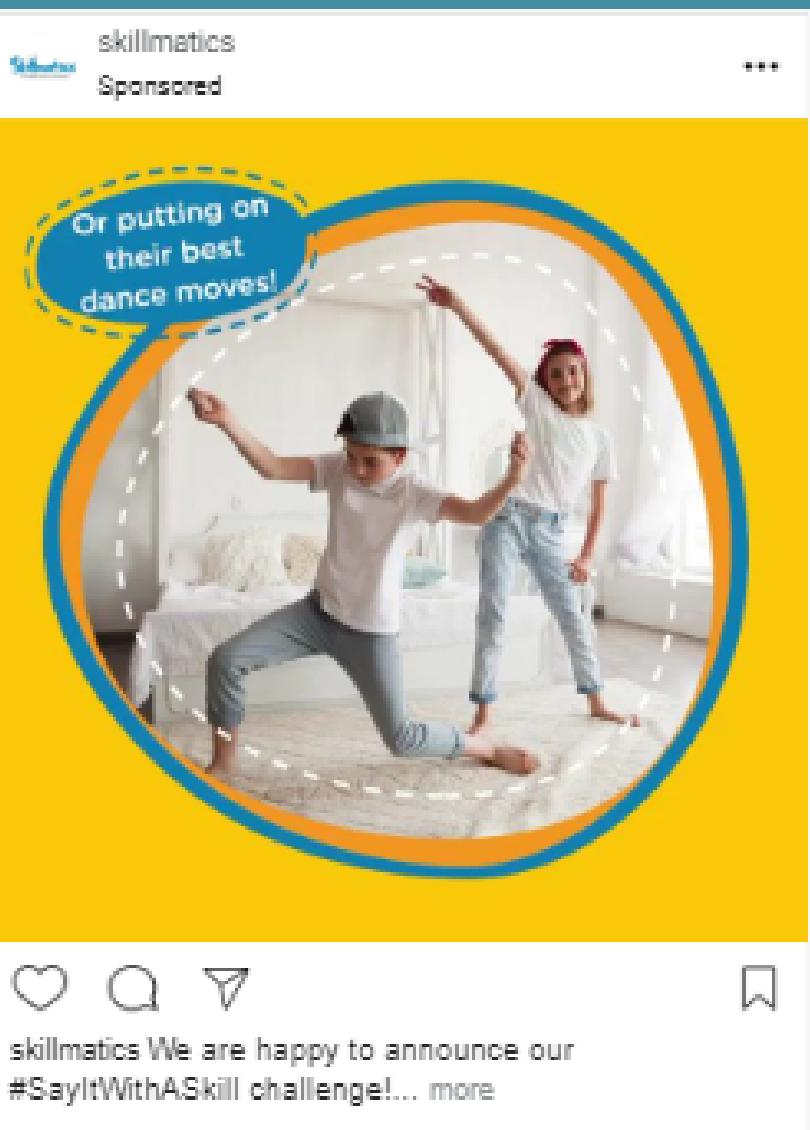
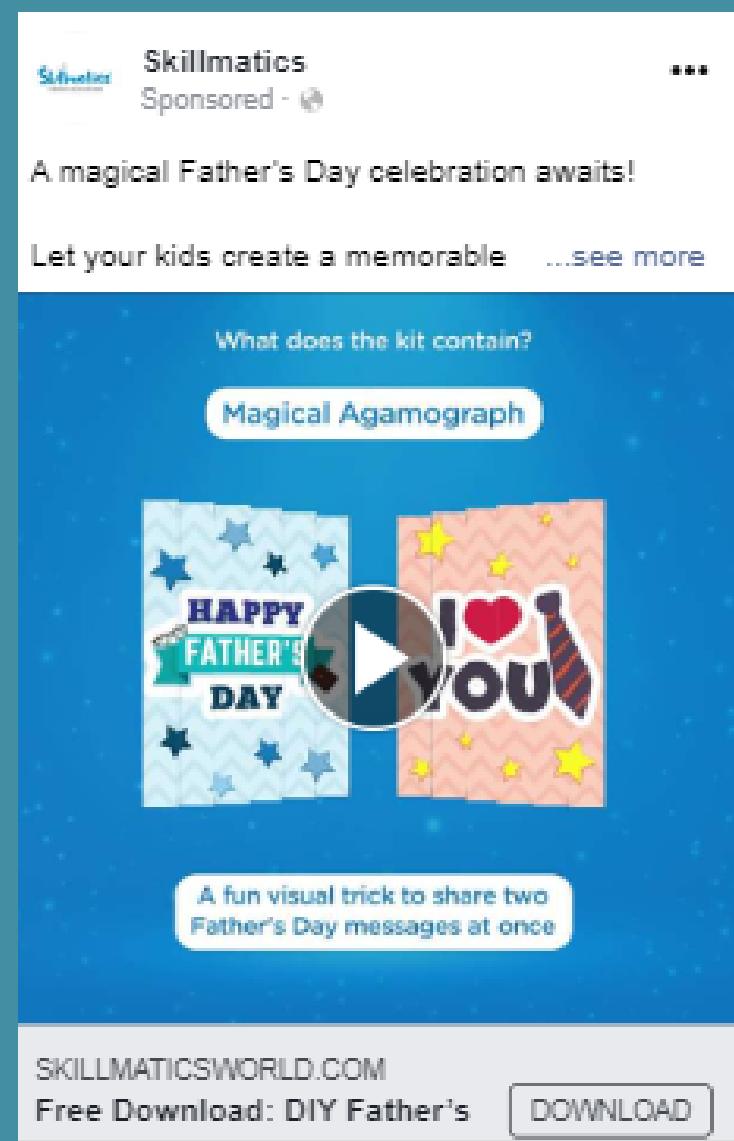
CLIENT: NOBEL HYGIENE

Brand: The Rio Pads



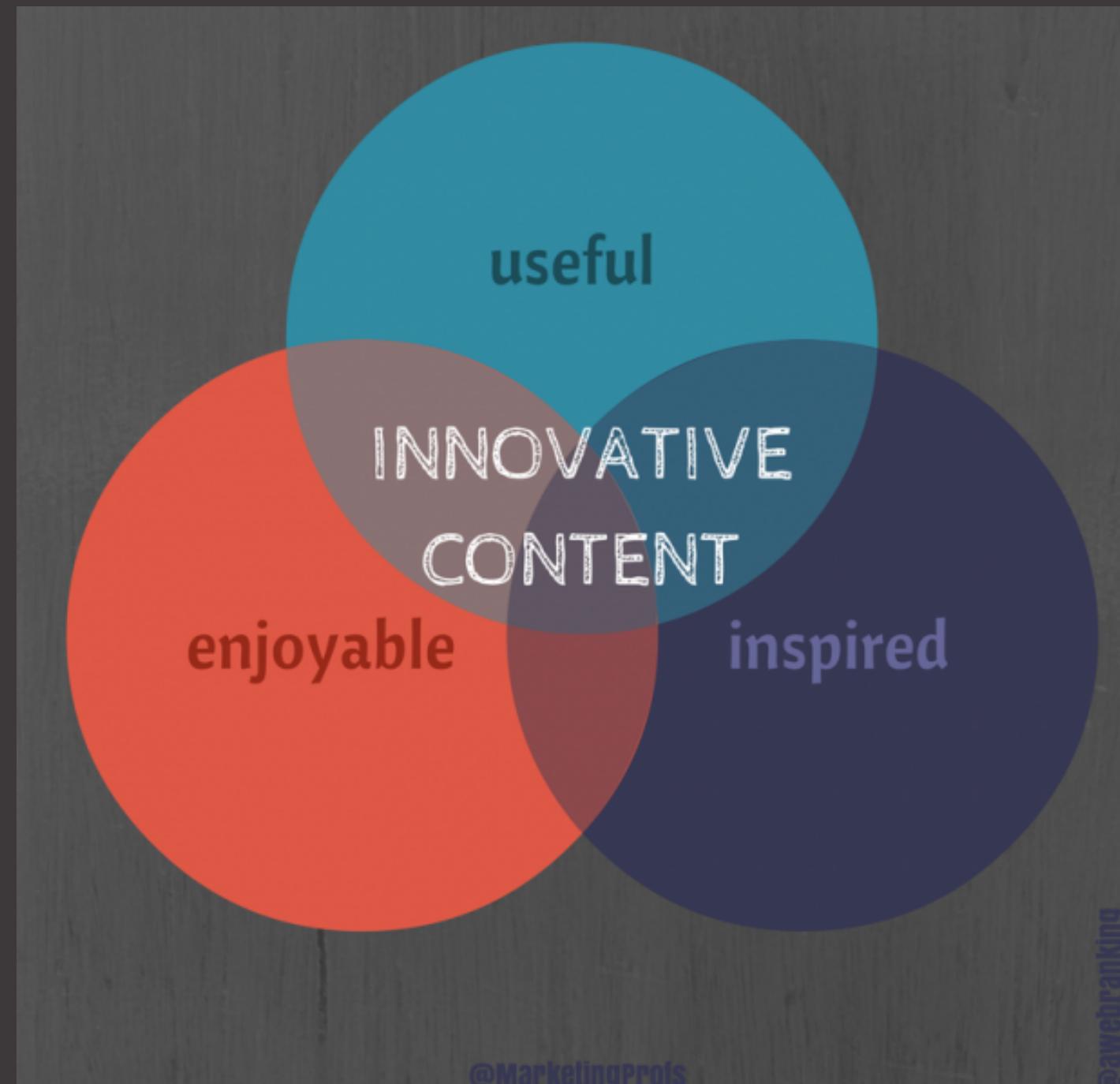
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CLIENT: SKILLMATICS



THE CONTENT MARKETING PIE

CREATIVE CONTENT IS USEFUL,
ENJOYABLE AND INSPIRED



MY MOTTO:

"There are usually two kinds of people in the world. Those who write and those who get written about.

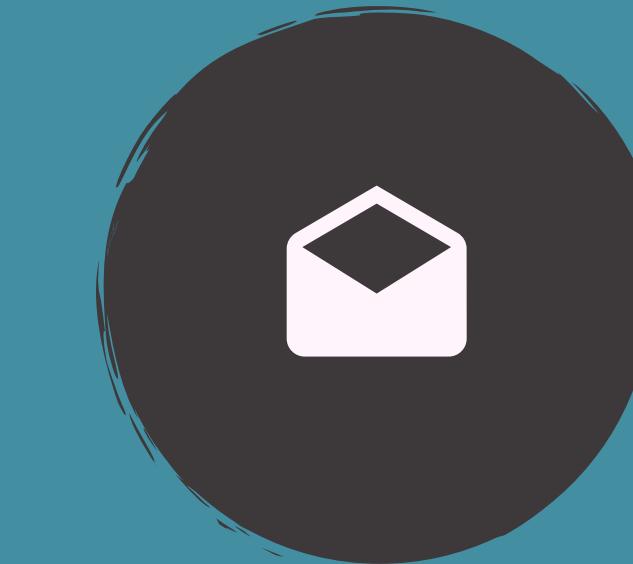
Then come the kind who create content worth being written about."

SAEE JOSHI

CONTACT ME

EMAIL

saeekjoshi@gmail.com



PHONE

(+91) 9324547168 /
(+971) 52 2351979



CONNECT WITH ME



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www.facebook.com/saeejoshi/



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www.instagram.com/saee_joshii/



LINKEDIN

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THANK YOU
