**PROFILE OBJECTIVE**

**GURWANT**

**SINGH**

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* **Copywriting**
* **Proofreading**
* **Research/ Fact-Checking**
* **Target Readership Analysis**
* **Problem Solving**
* **Team Work**
* **WordPress**
* **Time Management**

**SKILLS**

**CONTENT WRITER**

**https://www.linkedin.com/in/gurwant-singh-22858b84/**

**H. No. 03, Raj Avenue, Chheharta, Amritsar 143105**

**+91 7888 408124**

**erebor3006@gmail.com**

**EDUCATION**

**M. Phil in English Literature**

Khalsa College, Amritsar;

2018

**Post Graduation in English**

Monad University, Moradabad; 2013

**BA (Hons.) English**

Delhi University, New Delhi;

2011

**Intermediate (CBSE)**

Glenhill School, Varanasi;

2005

**High School (CBSE)**

W.H. Smith Memorial School, Varanasi; 2003

**FREELANCE CONTENT WRITER**

*Miscellaneous Projects | June 2015-Dec 2017*

* Assisted with efforts to examine and analyze the site structure and content to improve SEO and navigation and drive more converting traffic
* Coordinated with the Corporate Communication and Marketing teams to set long-term strategies for effective content creation

**English Teacher**

*Bal Bhartiya English School, Varanasi | July 2013 - May 2015*

* Responsible for designing and conducting lessons for students
* Provided monthly written reports to the school board on the progress of the class

**CONTENT WRITER (SEO AND WEB)**

*Octopus Tech, Amritsar | Dec 2017- May 2019*

* Coordinated with team members, web developers, and designers for strategizing and executing compelling SEO-centric designs to justify user-friendliness and increased customer interactions
* Responsible for writing blogs, articles, how-to tutorials, PPTs, press releases, social media posts, headlines, mailers, product descriptions, academic notes, technical documentation, website content, and more for different types of industries such as IT, fashion, lifestyle, food, traveling, astrology, accounting, etc.
* Developed content for print media such as flyers, brochures, hoardings, and banners

**EXPERIENCE**

**CONTENT WRITER (FREELANCER)**

*StoreHippo Innovations, Gurugram | May 2019 - May 2020*

* Responsible for strategizing and creating converting content for various e-commerce platforms and marketplaces
* Created blogs, articles, product descriptions, how-to tutorials, press releases, mailers, and website content for the company’s website
* Proofread, edited and enhanced digital content for better customer engagement
* Coordinated with seniors and peers to effecting better content strategies

A passionate and incessant writer whose creative abilities help him bring freshness even into banal and commonplace topics ▪ Over 3 years of deep experience has endowed me with a variety of skills necessary for transforming a simple text into a converting piece of content