

KISHAN CHAUHAN

HEAD OF CONTENT / WRITER /
CONTENT STRATEGIST / EDITOR

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Proficient writer-editor-strategist with years of experience in researching, formulating content to drive **brand image**, construct web and social media strategy to **generate leads**, and manage teams to optimum **levels of productivity**. Works with minimal input to produce engaging, authoritative and error-free work.

EXPERIENCE

- **HEAD OF CONTENT**
Appventurez Mobitech 12/2022 - Present
Handled a team of writers and graphic designers in producing exemplary content and upscale DA. Collaborated with clients to develop marketable content for product ad-campaigns.
- **SENIOR CONTENT STRATEGIST**
Appventurez Mobitech 08/2022 - 12/2022
Wrote in-house blogs, GPs, and featured posts to maximize outreach and build site authority to generate relevant leads. Strategized content for official site and LinkedIn to refine brand image.
- **DEPUTY MANAGING EDITOR**
Aglasem Edutech 08/2021 - 08/2022
Led a team of writers in producing 40+ news stories on a routine basis. Additionally, headed Aglasem's collaboration with Indian Express for the delivery of education-based stories.
- **COLUMN WRITER & CORRESPONDENT**
The Colloquy Youth Media 09/2019 - 07/2021
Wrote and formulated new articles primarily on events in the tech space and implications on geopolitics and the domestic digital infrastructure.

EDUCATION



Bachelor of Arts (Hons.) in History
Ramjas College, University of Delhi
2017 - 2020



Certificate in Creative Writing
British Council, New Delhi
2016

FREELANCE EXPERIENCE

- **CONTENT DEVELOPER**
Testbook Edu Solutions 01/2022 - 08/2022
Writing and editing sets of articles on education and career opportunities in the public sphere and the government sector.