

KISHAN CHAUHAN

BRANDING & CONTENT MANAGER

Proficient writer-content engineer with years of experience in researching and delivering insights that accelerate business decisions. Works with minimal input to produce engaging, authoritative, and error-free work.

CONTACT DETAILS

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WORK EXPERIENCE

❖ *Team Lead - Content* at **SparxIT Solutions**
(October 2022 - May 2022)

Managed a team of 25 writers and SEOs, both in-house and client-side, and facelifted the organization's brand from a web and mobile app development company to a digital transformation and intelligent tech enabler. Spearheaded all social media activities and established a lasting brand persona. Engaged in PPCs, featured write-ups, design uniformities, and held together all of SparxIT's marketing campaign.

❖ *Head of Content* at **Appventurez Mobitech**
(October 2022 - May 2022)

- *Promoted from Senior Content Strategist to Head of Content in December 2022*

Wrote in-house blogs and featured posts to maximize outreach and build site authority to generate relevant leads. Strategized content for the official site and social media platforms to drive branding.

❖ *Managing Writer & Editor* at **Aglasem Edutech**

(October 2021 - April 2022)

Led a team of writers in producing 40+ news stories on a routine basis. Additionally, Aglasem's collaboration with The Indian Express for the delivery of education-based stories.

FREELANCE EXPERIENCE

❖ *Freelance Content Developer* at **Testbook Edusolutions**

Writing and editing sets of articles on education and career opportunities in the public sphere and the government sector.

ACADEMIC RECORD

- ❖ Bachelor of Arts (Hons.) in History – with GEs in Nationalism, Gandhian Philosophy, Casteism & Ambedkarite Principles, and Governance in Politics.

University of Delhi (2017-2020)

SET OF SKILLS

- **AP-style Writing** — Formulating content in line with the AP stylebook to promote legibility and consistency.
- **Editing** — Evaluating the content quality to optimize formatting and enhance the visual layout of a write-up.
- **Microsoft & Google Office** — Adept at working with various office tools like Word, PowerPoint, Excel, and OneNote.
- **Email Marketing** —Pitching cold emails for sales, promoting services and/or products to clients across time zones.

- **Video Scripting** — Composing video scripts to increase customer engagement and democratize information.
- **Team Coordination** — Participating in distinct departments, for instance, web development and product campaigning, to provide authoritative content.
- **Constant Learning** — Always on the lookout for learning opportunities to add to my skill set and improve my craft.

DECLARATION

I hereby confirm that the above-mentioned particulars are true and correct to the best of my knowledge.

Kishan Chauhan