



Preeti Arora

Experienced freelance content writer & editor with 10+ years of creating compelling content for diverse audiences. Skilled in research, writing, editing, and optimizing content for SEO and social media. Proven ability to work in fast-paced environments, meet tight deadlines, and collaborate with cross-functional teams. Passionate storyteller with a strong communication skills. Seeking to leverage skills and experience to drive success for a dynamic organization.

More about me

Contact number

9999362569
8076227335

Email ID

Preetiarora2025@gmail.com

Address

41-D, Pocket C, Mayur Vhr
Phase 2, Delhi-110091

Professional Skills

- Strong creative writing skills including excellent grammar, syntax, and vocabulary.
- Strong editing and proofreading skills ensuring error-free content with appropriate style and tone.
- Knowledge of Wordpress.
- Understanding of SEO principles- how to optimize content for search engines and incorporate keywords, meta descriptions, and other SEO elements to improve the searchability.
- Research and fact-checking skills
- Ability to create content that resonates with the target audience on different social media platforms.
- Time management skills
- Experience in managing a team
- Ability to listen to feedback, give constructive criticism, and maintain clear communication channels with the team.

Personal Interests

- Reading
- Travel photography
- Painting
- Cooking

Work Experience as a Freelancer

July 2019-Oct 2022

Jabongg, Haryana

Freelance Copywriter

Responsibilities:- Writing B2C copies
Lifestyle articles
Product descriptions

October 2019-June 2020

The Squa.re, Nehru Place, Delhi

Freelance Travel Content Writer

Responsibilities:- Writing travel blogs
Promotional articles

September 2018-September 2019

Crystal Hues Ltd. , Noida, UP

Freelance Editor

Responsibilities:- Editing and proofreading translated documents

September 2018-December 2019

Moglix, Noida, UP

Freelance SEO Content Writer

Responsibilities:- B2B writing
SEO-based articles
Product Descriptions

May 2018-April 2020

ZebraBlinds, Canada

Freelance SEO Blogger

Responsibilities:- B2C writing
SEO-based articles
Research-based blogs

November 2018-October 2019

Dook International, Connaught Place, Delhi

Freelance Travel Content Writer

Responsibilities:- Travel blogs
SEO-based articles
Promotional blogging

Languages

- Hindi
 - English
-

Personal Traits

- Self-accountable
 - Organized
 - Ethical & loyal
 - Team player
 - Flexible
 - Punctual
-

Experience as a Full Time Content Writer

○ **Dec 2013-May 2018**

Myntra Designs Pvt.Ltd., Gurugram, Haryana

Fashion Content Writer & Quality Analyst

Responsibilities:- Product Descriptions
Fashion & lifestyle related articles for in-house magazine
Quality auditing content

○ **Aug 2013-May 2014**

PolicyBazaar, Gurugram, Haryana

Content Writer

Responsibilities:- Writing social media posts
Making infographics & animated videos
Research-based financial articles

○ **June 2012-Aug 2013**

Login@solutions, Ghaziabad, UP

B2B Content Writer

Responsibilities:- Writing product descriptions for Indiamart & TradeIndia
Promoted as an editor after 6 months

Academic Background

Bachelors of Mass Communication from JIMS, Rohini, Delhi, India
Higher Secondary Education from CBSE board

Online Courses

- Alan Sharpe's 30-hr Copywriting Masterclass & Coaching: 2022 from Udemy
- Diploma in Modern Applied Psychology from Udemy
- Storytelling for Business from Udemy
- The strategy of Content Marketing from Coursera
- Masters in Digital Marketing from Kallada Academy