

Monika Singh Chahal

COPYWRITER AND BLOGGER

ABOUT ME

Freelance content writer with 2+ years of experience in the digital marketing niche. Efficient in generating keywords and SEO optimized content through research and google keyword Planner. Knowledge of WordPress and various Infographic tool software.

WORK EXPERIENCE

JBCN International School, Chembur

Jun 2021 - Present

- Created Annual planners and unit planners for the Academic year.
- Created a highly creative weekly planner to be shared with parents.
- Was part of the social media team, and created posts to be shared on Instagram and Facebook page.
- Wrote and maintained learners' anecdotal as a part of their academic records.
- Written well-detailed feedback based on each learner's growth in different areas of learning.

Avalon Heights International School, Vashi

May 2018 - April 2020

- Prepared and Modified Lesson Plans and Teaching materials as per the CISCE Board.
- Written detailed feedback for each child as part of their portfolio.
- Prepared E-Mails to be sent to parents.
- Worked towards automating the process of sending emails to parents by leveraging Google Sheets.
- Was part of the Curriculum Development team at the workplace.
- Headed/Organized the workplace events and celebrations, which included creating scripts for plays.



+91 8828071704

monikachahalsingh@gmail.com

Bangalore, Karnataka

CERTIFICATIONS

- The strategy for Content Marketing, authorized by Coursera.
- Content Marketing Masterclass: create content that sells, authorized by Udemy.
- Complete SEO training with Peter Kent, authorized by Udemy
- ADHD: Everyday Strategies for Elementary Students, an online course offered by Coursera, authorized by The University of Buffalo and The State University of New York - Sept 30, 2020.

TECHNOLOGY SUMMARY

- **CMS:** Wordpress, Gatsby
- **Infographic tools:** Canva, Pictochart, Pablo by buffer.
- **Microsoft Office** (Word, Excel, Powerpoint)

FREELANCING

Social Media Manager Kurios Tribe Productions

- Handling the social media profiles.
- Researching, writing and pitching ideas for social media posts/reels to engage the audience.
- Closely working with designers/developers on the updated design for the portfolio website.
- Currently working on creating Empathy maps and experience maps as a part of the marketing strategy.

Blog Writer and Content Writer TheUnheards.com

- For the past 1 year, I have managed and written content for my personal blog and Instagram handle.
- Using WordPress, google keyword planner to maintain the same.
- Used SEO strategies in writing to maximize the website's online visibility.
- Researched and created articles and posts using Google keyword planners

Freelance Writer

- Written and posted content For an App named LoudST.
- Writing & developing content for my clients' websites and social media platforms.

ACCOMPLISHMENTS

- Volunteered for various Webinars and workshops in BTTC, College.
- Written for college magazine.
- Participated in 3 Faculty Development Programs held by Bombay Teachers Training College, Colaba
- Anchored for Bhumika film festival, ICL College, Vashi.
- ONLINE ADVERTISING VIDEO EDITING (Including Scripts and write-ups) FOR:
 - A Brand name BumChum hybrid B Diapers.
 - A Cafe named HOGY is situated in BTM Layout, Bangalore, Karnataka, India.
 - A teaser Video for SANTHULAN 2017, a Dance program organized by Attakalari Dance Institute, Bangalore, Karnataka, India.

EDUCATION

Bombay Teacher's Training College, Mumbai

- ECEP | HSNC University
- 2nd Rank holder

CREO Valley School of Film and Television, Bangalore

- Diploma in film making with specialization in editing.
- Passed with Grade A

SIES College, Mumbai University

- Bachelor in Mass Media with Specialization in Advertising
- Passed with Grade A

Bal Bharati Public School, Navi Mumbai

- HSC | CBSE | Commerce
- 78%

Bal Bharati Public School, Navi Mumbai

- SSC | CBSE
- 72%

READING, WRITING, TRAVELING

I love reading books, and they are mostly in the Psychology and self-help genre. I also enjoy occasional writing, mostly poems or short write-ups. Travelling around the world and seeing new places and exploring cultures is my dream, and I feel really incomplete without having travelled to at least one place a year. In my opinion, these are three things an individual should inculcate for a good and positive balance in life: read to educate oneself and spark imagination, write to create, understand and retrospect self and then travel to explore the world, people and get in touch with what we truly are "Nature".