

PROFILE SUMMARY

Experienced content writer and strategist specializing in brand narratives and impactful content. Dedicated to making a meaningful difference through the power of storytelling and eager to embark on an enriching journey of continuous learning and innovative exploration.

SKILLS

Content Writing | Content Strategy | Copywriting | Web Content Writing | Editing | Proofreading | Research
SEO | Social Media Marketing | Social Media Content | Video Content | Brand Messaging | Email Marketing |
Corporate Communication | Marketing Activities | Project Management | Virtual Event Management |
International Business Development | Articles | Blogs | French | Marketing & Advertising Technology

WORK EXPERIENCE

Content Strategist

Vertoz Advertising Ltd. [August, 2022 – Currently employed]

- Develop and implement content strategies aligned with Vertoz Group's brand identity.
- Ideate, research, and craft engaging content across platforms: websites, blogs, case studies, webinars, social media, emailers, videos, and newsletters.
- Collaborate cross-functionally to create compelling content for media decks, pitch decks, product presentations, corporate profiles, and business proposals.
- Produce trending social media content in diverse formats: Reels, videos, podcasts, and static posts.
- Implement and monitor effective social media campaigns, overseeing daily inbound and outbound marketing efforts.
- Create SEO-optimized website content, resulting in a 73.28% increase in website traffic.
- Oversee press release creation, generate engaging content for newsletters, and manage social media accounts, ensuring consistent brand messaging.
- Facilitate collaboration among copywriters, designers, and web developers.
- Achieved a remarkable 92.86% increase in blog engagement, consistently attracting 500+ monthly viewers to IncrementX's website.

Contest Coordinator

Le Frehindi – Paris [May, 2021 - July,2022]

- Headed the “*International French Spell Bee Competition.*” Demonstrated project management skills.
- Led website content updates, enhancing user experience through strategic keyword integration.
- Crafted compelling content: blog posts, articles, social media content creation.
- Developed & executed successful social media and email campaigns to promote the competition.
- Created brochures, proposals, and T&C documents, and developed French language guidebooks and other event resources for the Spell Bee competition.
- Conducted informative webinars for teachers, students, and parents to raise awareness garnering 1.4K+ views on YouTube
- Proactively handled direct sales inquiries, building relationships with clients and securing registrations.
- Tracked registrations and managed the virtual examination platform, providing technical support to participants and minimizing disruptions.
- Directed all aspects of the event, from logistics, project timelines to registration, marketing and participant engagement

Associate Center Manager

Cult Fit Healthcare Pvt. Ltd. [May, 2019 – August 2019]

- Managed Total Quality Control & Management of the Centre
- Conducted effective Customer Interaction & On-Boarding processes
- Efficiently handled Personnel Mapping and Scheduling, optimizing resource allocation
- Demonstrated excellence in Customer Relationship Management

EDUCATION & CERTIFICATIONS

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| • MBA International Business (2017 - 2019)
D.Y. Patil University, School of Management,
Navi Mumbai. | • French Language DELF B1 (2020 - 2021)
Alliance Française de Bombay |
| • Bachelors of Commerce (2014 - 2017)
K. J Somaiya College of Science & Commerce,
Mumbai. | • Search Engine Optimization (2019)
Coursera |
| • HSC & SSC (2000 - 2014)
Smt. Sulochanadevi Singhanian School, Thane. | • Advance MS Excel (2019) |