



# NIKHAT JONAK

## CONTENT WRITER

### PROFILE

A dedicated and creative content writer with experience in crafting engaging blogs, articles, and web content tailored to diverse audiences. Skilled at simplifying complex topics, conducting in-depth research, and creating SEO-optimized content to enhance visibility and audience engagement. Passionate about delivering impactful content that aligns with brand objectives and drives growth, with a keen eye for detail and a commitment to meeting deadlines.

### WORK EXPERIENCE

- **Content Writer at StartupFino** [Aug-Nov (2024)]
  - Wrote blogs and articles simplifying accounting and financial concepts for startups and SMEs.
  - Conducted research to create informative content aligned with industry trends.
  - Enhanced SEO optimization to improve website visibility and audience engagement.
- **Marketing Intern at Hungry folks media** [Aug-Oct (2024)]
  - Conducted research on Indian companies and sent targeted outreach emails to support marketing and business development efforts.
- **Urban Owl Intern** May-July(2024)
  - Assisted in monitoring and documenting owl populations and behaviors in urban environments for wildlife research.
- **Vice President and Managed Social media** (2023-2024)
  - Held the position of Vice President at Cotton Anime Society
  - Managed the social media and helped in making posters.
- **Content writer** (2021 - 2022)
  - Contributed to the content writing team for Girl Up Amoyan (2021 - 2024)
  - Composed content for the official Instagram account of the Cotton Anime Society.
- **Graphic Design Experience** [21 Dec- 28 Dec (2023)] (Event Posters)
  - Designed eye-catching New Year promotional posters using Canva, ensuring the designs captured the essence and excitement of the event.
- **Cover designer and Author**
  - Co-authored a poetry book and designed the cover with my best friend during twelfth grade.
  - Published my two series of poem in the 'Chakkar Magazine'.

### CONTACT

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📍 Bhangagarh, Guwahati, Assam.

### EDUCATION

2021-2024  
COTTON UNIVERSITY

- Bachelor of Physics

2020 - 2021

COTTON UNIVERSITY

- Cotton University
- Science stream: Physics, Chemistry, Maths, Statistics
- Percentage: 94%

### SKILLS

- Content Writing and Editing
- SEO Optimization
- Creative Storytelling
- Blog and Article Writing
- Canva
- Meeting deadlines
- Critical thinking
- Resilience
- Communication

### LANGUAGES

- English (C2 Level)
- Hindi (C2 Level)
- Assamese (B2 Level)
- Bengali (B2 Level)