

Contact

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Top Skills

FinTech

Content Strategy

Content Marketing

Languages

French (Elementary)

English (Professional Working)

Hindi (Native or Bilingual)

Certifications

Certification for Program and Project Managers - Entry Level (FAC-P/PM)

Google SEO and Copywriting

AI Certificate

PHP Members only Blog

Adobe Photoshop Lightroom 2

Nandini Tripathi

Content Writer at Italics with expertise in Public Relations and Branding

Mumbai, Maharashtra, India

Summary

As a Content Writer at Italics, I craft engaging and informative material for a range of companies, from fashion to finance. I use my skills in data science and e-commerce to create content that is relevant, data-driven, and optimized for online platforms. I have written for multiple projects, including web pages, blogs, newsletters, social media posts, and white papers, delivering high-quality work within tight deadlines.

I am also pursuing my Bachelor's degree in Journalism and Mass Communication at Amity University Mumbai, one of the most prestigious institutions in the country. I have taken courses in graphic design, python programming, and project management, enhancing my knowledge and abilities in the field. I have also participated in the Harvard Asia Conference 2022, where I gained valuable insights and exposure to the latest trends and issues in the region. My goal is to become a PR specialist and marketer, where I can use my communication, collaboration, and leadership skills to create impactful campaigns and strategies for reputable organizations. I am looking for a challenging and rewarding position that will allow me to grow and develop my talents to their fullest potential.

Experience

Italics

Content Writer

July 2022 - Present (1 year 6 months)

Work from Home

As a content writer at Italics, I crafted dynamic narratives spanning ecommerce, fashion, fintech, and travel. From elevating online shopping experiences to decoding fintech innovations, my writing aimed at engaging diverse audiences. In fashion, I captured brand essences, while in travel, I fueled wanderlust through compelling stories. This versatile role at Italics

allowed me to showcase adaptability and creativity across varied industries, contributing to the brand's multifaceted image.

Louis Vuitton

Junior Brand Manager

August 2023 - October 2023 (3 months)

Maharashtra, India

As a part-time Junior Brand Manager at Louis Vuitton for a duration of two months, I played a crucial role in supporting brand management initiatives within a dynamic luxury retail environment. In this role, I collaborated with the marketing and brand management teams to contribute to the overall strategy for promoting the Louis Vuitton brand. My responsibilities included assisting in the execution of marketing campaigns, coordinating events, and monitoring social media channels for brand mentions and trends. Additionally, I participated in market research activities to gain insights into consumer behavior and preferences, contributing valuable information to further refine the brand's positioning.

Humans For Humanity

Social Media PR

August 2022 - September 2022 (2 months)

Mumbai, Maharashtra, India

As a Social Media PR specialist at Humans for Humanity, I had the incredible opportunity to curate and share compelling narratives that showcased our organization's commitment to positive change. My role involved crafting engaging content for various social media platforms, shaping the online presence of Humans for Humanity, and fostering a sense of community among our followers. From highlighting impactful projects to promoting our mission of global unity and sustainable living, I strived to create content that resonated with our audience and inspired them to be a part of our movement. Collaborating with cross-functional teams, I played a key role in developing and implementing social media strategies that amplified our message and increased engagement. It was immensely rewarding to witness the online community grow and witness firsthand the positive impact our initiatives were making around the world.

Enaviya Information Technologies Pvt. Ltd.

Content Writer

May 2022 - July 2022 (3 months)

Mumbai, Maharashtra, India

As a content writer at Enaviya Information Technologies, I played a pivotal role in translating complex technical insights into compelling narratives. My responsibilities involved creating engaging content, including blog posts, articles, and marketing collateral, that showcased Enaviya's innovative IT solutions. Collaborating closely with subject matter experts, I conveyed intricate concepts with clarity, contributing to the company's reputation as a leader in the IT sector.

Zedd Labz

Email Marketing Specialist

May 2022 - June 2022 (2 months)

India

As an Email Marketing Specialist at Zedd Labz, my role was pivotal in creating targeted and impactful email campaigns that drove engagement and conversion. I designed and executed comprehensive email strategies, collaborating with cross-functional teams to align campaigns with marketing objectives and overall business goals.

Engineer's Cradle

Content Writer

February 2022 - April 2022 (3 months)

India

As a content writer at Engineer's Cradle, I undertook the exciting responsibility of communicating the essence of our platform to aspiring engineers and the broader technical community. My role involved creating engaging and informative content that highlighted the unique features of Engineer's Cradle, catering to students, professionals, and enthusiasts in the engineering field. Through blog posts, articles, and website content, I conveyed the platform's commitment to providing valuable resources, educational materials, and a supportive community for those navigating the world of engineering.

Synergy Eduservices

Freelance Writer

February 2022 - April 2022 (3 months)

India

As a freelance content writer at Synergy Eduservices, my role involved creating engaging and informative content to support the organization's educational initiatives. Working on a freelance basis allowed me to contribute to various projects, ranging from educational materials and blog posts to marketing collateral.

Grand View Research, Inc

Content Writer

January 2022 - March 2022 (3 months)

India

As a content writer at Grand View Research, I was entrusted with the exciting task of translating complex market insights into engaging and informative content. My role involved extensive research and analysis of diverse industries, enabling me to create compelling reports, articles, and market analyses. I collaborated closely with subject matter experts and data analysts to distill intricate information into accessible narratives that catered to a wide audience, including business professionals, researchers, and decision-makers. Whether crafting industry trend reports, market forecasts, or sector-specific analyses, I aimed to provide valuable insights that empowered clients to make informed business decisions.

K12 Techno Services Pvt. Ltd.

Content Writer

December 2021 - February 2022 (3 months)

Indore, Madhya Pradesh, India

As a content writer at K12 Techno Services, I played a pivotal role in crafting compelling and informative content to promote the company's products and services in the education technology sector. My responsibilities encompassed researching, conceptualizing, and creating engaging content that resonated with the target audience, which likely included educators, administrators, and parents.

BonoValley

Social Media Marketing Specialist

December 2021 - February 2022 (3 months)

India

At Bonovalley, my role as a Social Media Marketing specialist was instrumental in amplifying the brand's online presence and fostering meaningful connections with our audience. I developed and executed comprehensive social media strategies across various platforms, including Facebook, Instagram, Twitter, and LinkedIn, aligning them with the company's overarching marketing goals. Through engaging content creation, I curated and shared captivating stories, product updates, and industry insights that resonated with our target audience.

Blood Donations

Public Relations Volunteer

December 2021 - January 2022 (2 months)

India

As a remote Blood Donation Volunteer, my role involved supporting and promoting blood donation initiatives from a virtual environment. Collaborating with organizations dedicated to blood donation, I participated in remote outreach efforts to raise awareness about the importance of donating blood and encouraged eligible individuals to contribute to this life-saving cause.

Crazy for Success Foundation

Social Media Marketing Specialist

September 2021 - November 2021 (3 months)

India

As a Social Media Marketing Specialist at Crazy for Success Foundation in a freelance capacity, my role was dedicated to creating a vibrant online presence for the organization. Leveraging various social media platforms, I designed and implemented result-driven strategies to enhance brand visibility and engagement. My responsibilities encompassed crafting compelling content, managing social media accounts, and implementing targeted campaigns to reach diverse audiences.

Nursing News India

Content Writer

March 2021 - May 2021 (3 months)

India

As a Content Writer for Nursing News India, my role was centered around delivering informative and engaging content that catered to the specific needs and interests of the nursing community in India. I curated articles, blog posts, and news pieces that highlighted the latest developments in the nursing field, including advancements in healthcare, regulatory updates, and insights into the experiences of nursing professionals.

Dialabank.com

Human Resources Specialist

November 2020 - January 2021 (3 months)

India

As a Human Resources Specialist intern at Dialabank.com, I played a key role in supporting various HR functions to contribute to the overall efficiency of the organization. During this internship, my responsibilities included assisting in the recruitment process, conducting initial candidate screenings, and participating in the onboarding process.

Online shopping - Roopayur.com

Content Writer

May 2019 - August 2019 (4 months)

India

As a Content Writer at Roopayur, my focus was on crafting compelling narratives that highlighted the unique qualities and benefits of the beauty products offered by the brand. I specialized in creating engaging content, including product descriptions, blog posts, and promotional materials, to showcase Roopayur's commitment to enhancing beauty and skincare.

Education

Amity University Mumbai

Bachelor in Journalism and Mass Communications, Communication, Journalism, and Related Programs · (September 2021 - August 2024)

Vidya Bhavan Public School, Indore

Higher Secondary, Biology, General · (March 2019 - June 2020)

Asia Pacific International School Bhopal

10th Standard, Biology, General · (April 2017 - May 2018)

Carmel Convent School - India

Senior secondary , Student · (March 2003 - August 2017)