
Isha Singh

Content Strategist and Digital Marketing Specialist

Bangalore, India

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SKILLS

Content Creation and Writing

- Website blogs
- SEO blogs
- Guest posts
- Press releases
- Infographics
- eBooks
- Workbooks
- Academic papers and theses
- Summaries and analyses of literary texts
- Technical articles on AI
- Product descriptions and reviews
- Educational content for various subjects
- Articles on diverse topics (e.g., pets, school-related topics, sports, entertainment)
- Blogging, report writing, and creative writing

Social Media and Digital Marketing

- Social media management (Instagram, Facebook, LinkedIn)
- YouTube channel management and content creation
- Email marketing campaigns
- Keyword research and SEO optimization

Editing and Proofreading

- Resumes, Diversity Statements, Personal Statements, Letters of Recommendation, Statements of Purpose
- Articles, blogs, and technical content
- Proofreading for chatbots and FAQs

Teaching and Coaching

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- Math and Science tutoring (ICSE Board)
 - English and Geography tutoring (CBSE and ICSE Boards)
 - Content writing lectures and training
 - Online teaching via Zoom and Google Meet

Design and Creative Collaboration

- Providing design ideas and references using Canva
- Content development for coaching websites
- Creation of engaging marketing materials and posters

Technical and Software Proficiency

- MS Word
- MS Excel
- MS Office
- MS PowerPoint
- MS Teams
- WordPress
- Zoom
- Google Meet
- Canva

Project Management and Collaboration

- Coordinating content creation for multiple projects and websites
- Collaborating on website design and content strategy
- Handling multiple internships and part-time roles simultaneously

Additional Skills

- Creating exams and educational assessments
- Writing codes for video uploads
- Writing in multiple languages

EDUCATION

Henry Harvin, India - *Postgraduate Diploma*

July 2023 - March 2024

Postgraduate Diploma in **TEFL/TESOL** (Teaching English as a Foreign Language / Teaching English to Speakers of Other Languages)

St. Xavier's College, Kolkata, India - *Undergraduate Degree*

September 2020 - May 2023

B. A. Honours in **English** with First Class Distinction

Modern High School For Girls, Kolkata, India

XII (Senior Secondary), Arts | ISC Board - 91.2%

2019 - 2020

X (Secondary) | ICSE Board - 78%

2017 - 2018

LANGUAGES KNOWN

- English (Spoken/Written) - Advanced Level
- Hindi (Spoken/Written) - Advanced Level
- Bengali (Spoken/Written) - Advanced Level
- Japanese (Spoken/Written) - Beginner Level

EXPERIENCE

Full-time Job(s)

LearNow, India - *Content Writer, Social Media Strategist & Marketer*

March 2024 - (Present)

- I created and optimized website blogs, SEO blogs, guest posts, press releases, and infographics for three projects: LearNow, Padhle Dost (PLD), and IT Consulting & Services (IDTCS).
- I managed, uploaded, and wrote descriptions for YouTube channels for PLD and LearNow, enhancing viewer engagement and channel growth.
- I collaborated on designing a coaching website called Pari Vijay by providing creative ideas and Canva designs as references.
- I developed content for the PLD and Coaching website, including writing four eBooks and around ten workbooks focused on life coaching.
- I authored and managed blogs on coaching-related topics, increasing website traffic and user engagement.
- I handled social media accounts for the coaching project, including Facebook and LinkedIn, to boost online presence and audience interaction.

Learning Lab, India - *Tuition Teacher & Writer*

May 2021 - March 2024

- I would teach Math and Science to students from classes 6 to 8, of the ICSE Board.

- I would teach English and Geography to students from classes 6 to 12, of the CBSE and ICSE Boards.
- I would write academic papers, theses and conduct studies for Undergraduates.

Part-time Job(s)

Entrayn Education Technologies Private Limited, India - *Content Writer, Editor & Proofreader*

September 2021 - February 2024 (2 years+)

(It started off as an internship and then I was promoted to the position of a part-time sub-editor.)

- I would create, edit and proofread Resumes, Diversity Statements, Personal Statements, Letters of Recommendation and Statements of Purpose for students, worldwide, who wish to pursue a Bachelor's degree, a Master's degree or a PHD.

Henry Harvin, India - *Lecturer*

July 2023 - Feb 2023 (7 Months)

- I would hold online lectures for students interested in the content writing field and explain the entire process in detail. The lectures have been divided into several modules, spanning over two to three months for each batch.

Internship(s)

Spotix Inc., USA - *Content Writer (Ghost Writer)*

June 2023 - Dec 2023 (6 Months)

- I would write articles and blogs on the products sold by the company, mostly fireplaces, grills, firepits, etc. Each article is carefully proofread and written in 500 to 1000 words.

Litbug, India - *Content Writer & Proofreader (Ghost Writer)*

June 2023 - Oct 2023 (4 Months)

- I would write high-quality, original and well-researched summaries and analyses of English literary texts (short stories, poems, essays, plays, etc.)
- I would also edit and further proofread the written content.

Inkshed Content Solutions, India - *Content Writer & Proofreader (Ghost Writer)*

June 2023 - July 2023 (1 Month)

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- I would write Technical Articles and blogs on Artificial Intelligence. Each article of mine was carefully proofread and written over 2000 words.

Red Eye Marketing Solutions Private Limited, India - *Content Writer & Proofreader (Ghost Writer)*

June 2023 - July 2023 (1 Month)

- I would write engaging blog articles by conducting keyword research and optimizing it for SEO.
- I would also edit and further proofread the written content.

CBTPROXY Limited, India - *Content Writer & Proofreader (Ghost Writer)*

May 2023 - July 2023 (2 Months)

- I would write Technical Articles and blogs on Artificial Intelligence. Each article of mine was carefully proofread and written over 1000 words.

ReWiser, India - *Content Developer & Writer (Ghost Writer)*

June 2022 - October 2022 (4 Months)

- I would create exams using the ReWiser portal. I am also expected to write codes to upload various videos in relation to academics.

Ladder Media, India - *Content Writer & Editor (Ghost Writer)*

March 2022 - April 2022 (1 Month)

- I had to write elaborate descriptions of various academic books of different boards and languages from all around the country of India.

Ask Any Difference, India - *Content Writer & Editor (Ghost Writer)*

March 2022 - April 2022 (1 Month)

- I would write articles focusing on the basic differences between things and provide information about them.

Zoof Pets, India - *Content Writer & Email Marketer (Ghost Writer)*

December 2021 - April 2022 (4 Months)

- I was expected to write articles focusing on dogs and about the various products that the company has produced for them.
- I was also involved in creating campaigns, working on posters for the products and email marketing.

Podium School, India - *Content Writer*

October 2021 - February 2022 (4 Months)

- I was expected to create articles on topics related to schools and academics, varying from online learning to western or classical music and dance.
- Every article of mine consisted of more than 3000 words. It was truly an enriching experience for me.

Seethos, India - *Content Writer & Proofreader (Ghost Writer)*

August 2021 - December 2021 (4 Months)

- I had to optimize existing content, as well as work on typing and proofreading for chatbots.
- I also had to write down FAQs on concepts like AI, basic accounting, business and banking.

Law Bank, India - *Content Writer & Proofreader (Ghost Writer)*

July 2021 - January 2022 (6 Months)

- I would proofread and create question papers of subjects like English Language, Literature, Geography, History, Science and Math for classes 6 to 12 (CBSE Board).

Otakukart, India - *Content Writer*

March 2021 - June 2021 (3 Months)

- I would write 3-5 articles per day (about 2000+ words) on Japanese sports, entertainment films, series, books, authors and musicians.

Jan Prahar, India - *Content Writer (Ghost Writer)*

December 2020 - March 2021 (3 Months)

- I would write 2-3 articles, in Hindi, per day (about 1000+ words) on Indian news, sports and the entertainment section.

POSITIONS OF RESPONSIBILITY

- Worked for 1 month at We Hope, We Care (NGO), 2023
- Worked for 2 years at People for Animals: Kolkata for animal welfare (2015 - 2017)
- Worked for 3 months at Mukto Bihongo (NGO), 2015

BLOG LINK(S)

<https://otakukart.com/author/ishas/>

<https://learn.podium.school/>

<https://www.learnnow.live/blog>

PORTFOLIO LINK

https://www.canva.com/design/DAF59gv-a74/oHrxd80lneU9clh0W1fayq/edit?utm_content=DAF59gv-a74&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton