

MAHIKA SAINI



Content Writer

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EDUCATION

Symbiosis centre of management

B.BA dual specialisation in environment management and entrepreneurship

Amity International School

Class 12th (Commerce with Maths)

SKILLS

Content Writing	████████████████████
Copywriting	████████████████████
Editing	████████████████████
Social Media Posts	████████████████████
SEO	████████████████████

SOFTWARES AND PLATFORM TOOLS

- MS office suit
- Google suit
- Canva
- DaVinci
- Illustrator
- Wordpress
- LinkedIn in publishing
- Bit.ly

Highly skilled content writer with 2 years of experience in creating compelling and engaging content for various platforms. Proficient in copywriting, research projects, and content strategy development. Proven ability to deliver high-quality work on tight deadlines while maintaining attention to detail. Passionate about using language to effectively communicate ideas and connect with audiences.

WORK EXPERIENCE

Scarecrow Communications Ltd.

Senior Copywriter

May 22- February 23

- Crafted original, persuasive copy and slogans for various advertising campaigns
- Edited and published articles written by Junior Copywriters.
- Ensuring brand consistency across online channels while conducting thorough research on industry-related topics and identifying areas of content improvement.

Hungry Folks Media

Media strategist

March 22- November 22

- Developed and executed media strategies for clients by conducting market research, and optimising ad creative and landing pages.
- monitor and optimise campaign performance.
- Stay up to date with industry trends and emerging technologies to help clients with new tactics and strategies.

Amethyst

Content Writer

July 21 - January 22

- Generated various forms of written content such as articles, Case studies, whitepapers and impressive PR articles.
- Collaborated with the SEO team to ensure the creation of quality content.

Adar Poonawalla Clean City Initiative

Fellowship Internship

September 20 - May 21

- Conducted detailed investigation and created a research project on e-waste management in Pune.
- Developed the 'the green campus Project' in multiple schools and colleges and acted as POC to reinforce the company's vision into these educational institutions.

MeraDoc

April 20- July 20

Content Writer and Social Media Manager

- Developed content strategies, created and curated engaging content for blogs, newsletters, social media posts.
- managed company's social media platforms, increased followers by 25%, analysed metrics, collaborated with cross-functional teams to align campaigns with company goals