



Ajay Tomar

Published Creative and Content writer and digital marketer.

Contact details

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Hard Skill

- SEO optimization.
- Google sheets.
- Google docs.
- Google analytics.
- Canva

Soft Skill

- Communication.
- Detailed oriented Writing.
- Storytelling and Anchoring.
- Managerial and organisational skills.

Educational Background

• Completed schooling in 2018.

• Graduated in B.com Economics from The Bhopal School of Social Sciences.

• ONLINE SPECIALISATION

"GOOD WITH WORDS:

WRITING AND

EDITING" MOOC

Offered through

COURSERA from Michigan University.

- Certifications in Search engine optimization and Facebook and Instagram Ads from IIDE.

About Me

An avid speaker, published writer, freelance content writer, storyteller and blogger. An enthusiast having strong niche of writing in Sports, culture, history, books, politics and other spirituality.

Also, Digital marketing and social media concepts skilled individual.

Professional Experience

Student intern with IIDE – INDIAN INSTITUTE OF DIGITAL EDUCATION

KEY RESPONSIBILITIES:-

well-versed with Digital Marketing fundamentals in specially curated session by industry experts.

- Researched and wrote SEO Optimised blogs during the training and interning with organization.
- Learnt about the Google Verse, Bitly analytics, Quora and YouTube marketing strategies.
- Generated leads for Masterclasses and webinars, provided leads for corporate prospecting.
- Engaged with learnings of ad-verse. (Instagram and Facebook ads)
- Get familiar with ideal resume and cover letter building.
- Worked as social media brand manager and introduced marketing ideas.

BSSS RHYTHM ONLINE RADIO:

(ANCHOR/RJ/SM MANAGER)

(2018–21)

• KEY RESPONSIBILITIES:

- Wrote Creative scripts for more than 40 radio shows.
- Did copywriting and Social media handling for the BSSS RHYTHM.
- Did Radio shows as hosts and anchored several stage shows.

Freelance writer:

- Published blog and articles on Times of India readers blog and YouthKiawaaz.
- Freelance Book blogger.

Achievements

- Published author of Hindi poetry collection "Chali kahaani" and four anthologies.
- Panelist in "KISSEGOI-HINDI STORYTELLING EVENT" Of NALSAR NATIONAL LAW UNIVERSITY'S Literally fest "DAASTAN -2022"
- Awarded as Rhythm achiever for recording most no. of radio shows for the batch of 2021 in BSSS Annual awards.
- National and State level MUN attendee.
- Letter of acknowledgement for being joint secretary of College's departmental cultural and academic society.