



CONTACT



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174b Pragati Nagar
Indore, 452012

SKILLS

- Content Writing and Editing
- SEO and Keyword Research
- Research and Fact-Checking
- Content Strategy and Planning
- Time Management
- Communication and Collaboration
- Attention to Detail
- Familiarity with Content Management Systems

LANGUAGES

- English
- Hindi
- French

AKSHITA PAREEK

Professional Profile

Meticulous, well-organized, and decisive professional with proficiency in creating compelling and original content across multiple platforms, including websites, blogs, social media, and newsletters. Equipped with exceptional writing and proofreading skills and a keen eye for detail, I am dedicated to delivering high-quality content that captivates readers and achieves organizational objectives. With a solid understanding of content strategy, SEO principles, and audience analysis, I am adept at tailoring content to effectively communicate brand messages and drive audience engagement.

Work Experience

Freelance Content Writer

October 2021 - Present

- Proficient in crafting compelling and error-free content that captivates readers, while ensuring clarity, coherence, and accuracy.
- Well-versed in developing effective content strategies that align with client objectives, target audience, and industry trends, resulting in increased engagement and conversions.
- Familiar with search engine optimization (SEO) techniques and best practices, incorporating relevant keywords and meta tags to enhance online visibility and organic traffic.
- Skilled at conducting thorough research to gather reliable information from credible sources, enabling the creation of well-informed and authoritative content.
- Capable of adapting writing style and tone to suit diverse topics, industries, and brand guidelines, ensuring consistent and brand-aligned messaging.
- Strong ability to prioritize tasks, meet deadlines and handle multiple projects simultaneously while maintaining high-quality standards.
- Proficiency in revising and polishing content for grammar, spelling, punctuation, and coherence, ensuring error-free deliverables.
- Excellent interpersonal skills with a proven ability to understand client needs, provide regular updates, and actively collaborate to achieve desired outcomes.

Content Writer and Proofreader, The Coin Republic, Bhopal

August 2020 - September 2021

- Developed and executed content strategies to drive brand awareness, engage target audiences, and enhance online presence.
- Conducted thorough market research and competitor analysis to identify content gaps and opportunities.
- Collaborated with cross-functional teams, including marketing, design, and development, to align content initiatives with overall business objectives.
- Created and managed content calendars, ensuring timely and consistent delivery of high-quality content across various platforms.
- Conducted content audits and optimize existing content for improved search engine visibility and user experience.
- Managed multiple projects simultaneously, adhering to strict deadlines and maintaining high-quality standards.
- Provided constructive feedback and suggestions to writers and authors to enhance the clarity, coherence, and effectiveness of their work.
- Worked closely with the editorial team to ensure the smooth flow of the publication process, from manuscript submission to final production.

Content Writer and SEO Specialist, Digital Dreams Technology, Indore

January 2020 - June 2020

- Designing digital media campaigns aligned with the business goals of clients.
- Owning and maintaining site analytics, metrics, and campaign reporting.
- Wrote in-depth product descriptions with a perfect blend of creative and technical writing on a wide range of topics.
- Collaborated with content writers to develop ideas and establish best practices, improving the quality of content across the organization.
- Managed stakeholder relationships to meet and exceed timing and budget goals.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with an exciting, captivating and authentic approach.
- Produced original, creative content for promotional advertisements and marketing materials.

Community and Legal Head, Regus Co-working, Indore

August 2019 - December 2019

- Oversaw team with effective morale-building strategies, cutting-edge training, and motivational coaching on established practices, standards, and requirements
- Streamlined operations by communicating efficiently with clients, keeping meticulous records, budget management, and internal collaboration
- Drafted Tenant Agreements with a strong eye for detail and an understanding of contract law
- Resolve challenges with residents, vendors, and employees immediately and proactively
- Planned and executed promotional activities to drive community engagement and increase occupancy numbers
- Handled all tenant logistics and leases and effectively scheduled appointments, showings, move-ins, and move-outs

Education

Masters in Law (L.L.M), Oriental University, Indore

August 2021 - May 2022

Bachelor of Arts + Bachelors of Law (B.A.LLB), D.A.VV. University, Indore

August 2016 - July 2021

Company Secretary (Professional Level), ICSI (Institute of Company Secretaries of India), Indore

DECEMBER 2021

Higher Secondary, Queens' College, Indore

MAY 2015

Passed with 87%

Senior Secondary, Queens' College, Indore

MAY 2013

C.G.P.A - 8.6

Certification Courses

Certification in Contract Law, Harvard University

April 2020- June 2021

Diploma in Cyber Law, Oriental University

April 2019 - May 2019

Diploma in Tally ERP9, AISECT

January 2018 - December 2018

Internships

Legal Intern, Dalal Associates, Indore

August 2017 - December 2017

- Created highly researched and articulate legal paperwork such as pleadings,
- contracts and briefs.
- Organized legal filing system to maximize efficiency.
- Conducted legal research on Intellectual Property issues for tech startups, including patents for the protection of machine learning developments.
- Wrote concise summaries of emerging legal issues for management team consideration, including legislative changes and tech industry developments.

Legal Assistant, Lex Maven, Indore

January 2018 - May 2019

- Coordinated detainee correspondence and other legal materials.
- Prepared and reviewed various legal documents including non-disclosure, electronic trading, and repurchase agreements.
- Performed research for relevant cases presented to the District Attorney's
- Office.
- Assisted in the completion of various regulatory filings.
- Prepared content-specific files for pending cases in a timely manner.
- Helped to investigate the facts of a case by interviewing clients and witnesses.

Personal Details

Date of Birth: 18/11/1997

Father's Name: Akshay Pareek

Gender: Female

Declaration

I solemnly declare that all the information furnished above is factually correct and true to the best of my knowledge and belief.

Akshita Pareek