

Shreya Gupta

Every brand, in my opinion, has a distinct story to tell, and it is my goal as a content writer to make that story come to life. I can persuasively and effectively convey a brand's values, advantages, and personality through storytelling by fusing creativity, research, and strategic thinking.

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India
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EXPERIENCE

Happening Design Studio, (NY)US based Company (Remote) — Content Writer Intern

JUNE 2022 - AUGUST 2022

I worked under the main domain of the company. I created content strategies and blogs for the website. The content generally circled around American universities and the education system.

University of Emerging Technologies, US Based Company (Remote) — Content Strategist and Marketing Intern

SEPTEMBER 2021 - APRIL 2022

I wrote content revolving around Education and Technology. I explored the niche and did my research for the main page of the company. I initiated and managed marketing campaigns for their social media handles by devising a detailed content calendar.

Markevators

I worked under this brand of the company during my tenure. I initiated marketing campaigns and a content calendar for the digital agency. I analyze content growth and social media insights to optimize strategies and drive engagement.

FinCraddle, New Delhi Based Company (Remote) — Brand Development Intern

OCTOBER 2020 - NOVEMBER 2020

Responsible for performing various assigned duties regarding the representative of the brand under the guidance of the Brand Manager. To work with various departments ranging from human resources to sales and IT.

GetMyUni, US based Company (Remote) — Content Writer Intern

JULY 2020 - SEPTEMBER 2020

I worked under the main domain of the company. I created content strategies and blogs for the website. The content generally circled around American universities and the education system.

SKILLS

Team Management
Public Speaking
SEO and Keyword Optimization
Collaborative Skills

AWARDS

Chief Editor of the Department Magazine -
2020-21. Sanchayan,
Esteemed annual department magazine.

Spot Award Of the Month -
2020
Issued by GetMyUni for my excellent and tenacious performance during my tenure.

LANGUAGES

English - Proficient
Hindi - Proficient

EDUCATION

Regional English Language office, US Embassy — *Teaching English for 21st Century*

2022 - 2022

Gargi College, University of Delhi, New Delhi — *Bachelor of Elementary Education*

2019 - 2022

Vishwa Bharti Public School, New Delhi — *High School*

2007 - 2019

PROJECTS

Novelty, Literary and Orating Society – *President*

DECEMBER 2020 - AUGUST 2021

Within the department, Novelty Society functions as a proficient orating and support team for other societies. I undertook the responsibility of overseeing numerous online events organized by the Department of Elementary Education, collaborating closely with a dedicated team of 22 individuals. Simultaneously, I held the role of chief editor for the 2020-21 edition of our esteemed annual magazine 'Sanchayan'.

CERTIFICATES AND COURSES

Digital Marketing, International College for Security Studies

2021

Earthquake Disaster Management, Vigyan Prasara

2022

The Strategy of Content Marketing, University of California – Coursera

2023