

BHAWNA SINGH

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Dynamic and entrepreneurial-minded professional with a proven track record in freelance writing, startup leadership, and authorship. Seeking to leverage diverse skills and experiences to transition into a marketing role where I can apply my strategic insights, creative storytelling abilities, and business acumen to drive innovative marketing campaigns and contribute to business growth. Committed to delivering high-quality results and exceeding expectations in a dynamic and collaborative environment.

TECHNICAL SKILLS

- Microsoft Office (Word, Excel, Powerpoint)
- Writing and Editing
- Content Marketing
- Marketing and Branding
- Market Research and Analysis
- Business Development
- Social Media Management
- Project Management
- Business Development
- Leadership and Team Management
- Content Planning
- SEO (Search Engine Optimization)

WORK EXPERIENCE

Founder | Shubh Basant Biotech Limited 2022-2024

- Established and launched a natural farming-related company focused on promoting sustainable agricultural practices and organic farming techniques.
- Developed the company's vision, mission, and strategic objectives to drive business growth and promote environmental stewardship.
- Led all aspects of business operations, including business development, product development, marketing strategies, and financial management.
- Implemented innovative farming techniques and technologies to enhance crop yields and minimize environmental impact.
- Conducted market research and analyzed industry trends to identify opportunities for expansion and diversification.

Author | Amazon Kindle 2021-2024

- Successfully self-published 15 books on Kindle, generating over 6 million reads and selling more than 1600 copies.
- Developed and executed book concepts, including fiction, non-fiction, and niche genres, catering to a diverse audience.
- Managed all aspects of the publishing process, including writing, editing, formatting, cover design, and book promotion.
- Utilized digital marketing strategies such as social media promotions, email marketing, and Amazon advertising to maximize book visibility and sales.

Subject Matter Expert | Coursehero 2021-2024

- Delivered specialized biology expertise, achieving a 90% student satisfaction rate through tailored solutions for assignments, lab reports, and exams.
- Provided clear, step-by-step explanations, enhancing student comprehension and academic success.
- Maintained a 95% accuracy rate in problem-solving, delivering premium-quality coursework support.

EDUCATION

MTech in Bioinformatics Delhi Technological University	2018 - 2020
BTech in Biotechnology I IMS Engineering College	2013- 2017

PROJECTS

mybookworld.online	2024
<ul style="list-style-type: none">• Founded and launched an online platform dedicated to selling eBooks.• Developed the concept, website design, and user interface to create a seamless and user-friendly experience for customers.• Managed website operations, including content updates, customer support, and payment processing.• Utilized analytics tools to track performance metrics and make data-driven decisions for business growth.	
Vishwapatrika.com	2023
<ul style="list-style-type: none">• Developed and managed a personal blog focusing on travel and health.• Implemented SEO strategies to improve the blog's visibility and attract organic traffic.	
Book Cover Design	2022-2023
<ul style="list-style-type: none">• Designed visually captivating book covers for Clients	
Animation Learning Project	2022
<ul style="list-style-type: none">• Completed comprehensive training in Vyond animation software, mastering key features and techniques for creating animated videos.• Demonstrated proficiency in storyboard creation, character design, scene transitions, and audio synchronization.	
Pixie Tales TV	2024
<ul style="list-style-type: none">• Founded and developed a YouTube channel dedicated to producing animated content for children using AI technologies.• Managed the entire content creation process, including scripting, animation production, voiceover, and editing.	

AWARDS & ACHIEVEMENTS

<ul style="list-style-type: none">• Received Ministry of Human Resource Development (MHRD) scholarship for pursuing MTech Degree course.• Successfully authored and published three peer-reviewed scientific papers.• Qualified in Graduate Aptitude test in engineering (GATE) exam in biotechnology stream with a GATE score of 487 and All India Rank of 452 Qualified.	
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COURSES

<ul style="list-style-type: none">• Pre-Incubation Program, IIM-Lucknow• Avyid Global Advance In English (IELTS)• Advance In English (IELTS), British School of Language	
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