

Aarti Dattani

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9755676441

Content Writer

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Objective

Dedicated content writer with 2 years of experience crafting compelling and SEO-optimized content. Proficient in creating engaging articles, blog posts, and social media content. Seeking to contribute creativity and expertise to a dynamic team.

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Education

2019-2020

Standard 12th: Shri Ajmera Mukesh Nemichand English Medium
School (CBSE) : 82%

2020-2023

Graduation: Renaissance College of Commerce & Management
Bachelors of Arts (Hons) in Journalism & Mass Communication :77%

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Experience

February 2020 - September 2021

Internship at Renaissance College Of Commerce & Management
Web & Academic Content Writer

Key Responsibilities:

Generating SEO Blogs

Drafting notes for students on various subjects like Communication, English, etc.

Landing page content

Drafting content for SMS marketing

I took a break due to college studies from October 2021 to December 2021

January 2022 - April 2022

Contract-based job at Virtual Voyage College Of Creative Arts
Web content writer

Key Responsibilities:

Generating SEO content

Landing page content

Generated overall content for websites in various academic genres like journalism, fashion, music, photography, dance, and more.

Social media copywriting for all of those particular franchises.

April 2022 - August 2022

Contract-based job at Page3 Digital, a social media marketing and PR agency
Social Media Content Creator

Key Responsibilities

Generated social media copies for various clients.

Handled celebrity clients' social media handles.

Worked aggressively towards increasing engagement of brands like Vijay Chat House, Gold Gym, and more with their target audience.

September 2022- To date

Full-time role at Task Source, an outsourcing company

Full-time role at Belgium WebNet, a website development & digital marketing company

Content Writer

Key Responsibilities

Generating SEO blogs, titles & descriptions, meta tags, and more.

Drafting Ad copies for PPC marketing.

Drafting content for social media handles and clients.

Landing page content generation

Email and newsletter writing

April 2023- September 2023

Freelanced with MyCaptian, a edtech company

Content Evaluator

Key Responsibilities

Evaluate and improve the content written by the mentees.

Give feedbacks to the projects mentees have worked on.

Other Skills

- Pursued a one month course in psychology.
 - I have knowledge about content moderation.
 - Skilled in emotional intelligence.
 - Skilled in communication and training.
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