

PROFILE

Janki Sharma

Content Specialist

- Meticulous Content Writer offering three years of experience creating professional web content.
- Well-versed in researching industry-related topics and writing marketing content.
- Proficient in Microsoft Office and Google Docs.
- An organized and reliable individual possessing impeccable grammar and spelling abilities.



EDUCATION

Bachelor of Technology (ECE)

June 2016

GGSIPO, Delhi

Content Writing Course and Certification (CDCW)

(Present)

Henry Harvin

KEY SKILLS

- Blogging
- Content Creation
- Content Development
- Content Management Systems
- WordPress
- Buffer
- Social Media Management
- SEO
- Canva
- Pixlr Editor
- Proofreading
- News writing

PROFESSIONAL EXPERIENCE

Content Marketing Specialist

GetMyUni, Remote

July 2022-Present

- Educational Content Creation and Updating, SEO Basics
- Wrote high-quality SEO content based on educational universities and institutions.
- Edited existing content to ensure accuracy, clarity, readability, and consistency with company standards.
- Proofread all written material before publication for grammar, punctuation, and spelling errors.
- Implemented best practices related to digital asset management, such as adequately tagging images and videos.
- Generated ideas for new content topics based on customer feedback and market research data.
- Reviewed competitor websites periodically to stay abreast of industry trends and developments.
- Applied strong writing, editing, and proofreading abilities to each assignment to produce the best possible content.

Freelance Content Writer

Wittypen, Remote

Feb 2024- Present

- Researched and wrote original content for websites, newsletters, and blogs.
- Edited existing content for accuracy, clarity, and grammar.
- Managed multiple projects simultaneously while meeting all deadlines.
- Developed SEO-friendly content that was optimized for search engine visibility.
- Conducted keyword research to identify relevant topics for articles.
- Proofread and revised articles before submitting them to clients.
- Generated ideas for fresh blog posts based on industry trends.
- Communicated effectively with colleagues via email or chat platforms.

INTERNSHIPS & PROJECTS

Social Media Manager, The Impact Engine, (June- Aug 2022)

- Social media scheduling, posting, ideation
- Running Facebook ads

Social media & Content Writer Intern, Half Baked Tales, (Jan- Feb 2021)

- Social media graphics making
- Blog writing in various CMS platforms.
- Content Management Systems

Content Development Intern at The Sparks Foundation(Feb- March 2021)

- Video making using Viva Video tool.
- Graphic poster designing using Canva, Adobe Illustrator, etc.

Social Media Marketing Intern at Marketing Lake (July-Oct 2021)

- Google ads campaigns
- Facebook ad campaigns
- Carousel making and Graphics designing
- WordPress on-page optimization

Freelance News Writer

COGConnected, Remote

Aug 2023- Dec 2023

- Researched, gathered, and reported on news stories.
- Analyzed facts to ensure the accuracy of reporting.
- Edited, proofread, and rewritten content for clarity and brevity.
- Drafted news scripts that included headlines, graphics, and captions.
- Conducted background research on current topics and issues related to news stories.
- Created concise summaries of articles for social media postings.
- Maintained a thorough knowledge of current events, politics, and cultural trends.
- Updated online content regularly according to industry best practices.

Digital Marketing Executive

Green Apple Solutions

Oct 2019-Jun 2020

- Increasing app promotions, sign-ups, downloads, and social media engagement by reviewing various stores on Shopify and Reddit forums.
- Timely follow up with the clients
- Writing social media posts (SMPs), help articles and blog articles to be published on different social media handles and company websites as well
- Scheduling and posting app reviews and different e-commerce-related articles using 'Buffer Publish'
- Partner creation and collaboration by finding new agencies, Shopify developers, experts, partners, and Shopify companies through Google.

BASIC CERTIFICATIONS

- Basic Digital Marketing Certification from Internshala
- Creative Writing Certification from Internshala
- Digital marketing certified from Google Digital Garage
- Social media certified from Accenture