

SAMERTH KUMAR

Senior Content Writer

CONTACT

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PROFILE SUMMARY

I am Samerth Kumar, currently working as a Content Writer at Zucol Group. With a good skill in Writing, I specialised in data research, content creation, and effective communication. I have excelled in analysing and synthesising information, collaborating seamlessly with teams. Holding a Bachelor's in Business Administration, I am also learning in Japanese level N4. I have on hand experience in website development using WordPress on Hostinger (Cocoalove Bakery), implementing on-page SEO for these website, and crafting SEO-friendly blogs for Zucol Group. Also I am currently Pursuing N3 in Japanese Language.

EDUCATION

2019-2022
DELHI METROPOLITAN EDUCATION
• Bachelor of Business Administration

2012-2019
RAMJAS PUBLIC SCHOOL
• 10th CGPA: 6.4
• 12th Grade marks: 70%

SKILLS

- Advanced MS Word
- PowerPoint
- Excel
- Word Press
- SEO
- Keyword research
- Blog writing
- Basic HTML
- On-page optimisation

LANGUAGES

- English: Fluent
- Hindi: Native
- Japanese: N3 Level

WORK EXPERIENCE

Zucol Group 2022- PRESENT
Senior Management Research Expert

- Management Research Expert (June 2022 - June 2023)
- Promoted to Senior Content Writer from June 2023 -
- Present Conduct extensive research to gather relevant data.
- Create engaging written content for various purposes.
- Review and revise written material to ensure accuracy and clarity.
- Authored SEO-friendly blogs over a span of two years, contributing to increased website traffic and engagement.
- Achievements
- Received the "Most Punctual Employee of the Year" award for consistent dedication and reliability.

Ifortis Company (May-June 2022)
Marketing trainee Intern

- At Ifortis Company, I conducted comprehensive market research, analyzing consumer behavior to aid in crafting effective marketing strategies.
- I actively contributed to sales meetings, offering insights and tactics to drive revenue growth.
- Proficient in social media marketing, particularly through LinkedIn, I leverage digital platforms to enhance brand visibility and engagement.

HOBBIES

- Watching Movies/Anime
- Playing Video Games
- Playing Badminton