

Ritika Saini

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Sector 11, Rohini
Delhi, Delhi

Summary

Versatile Content Writer proficient in researching, writing and editing diverse content. Works with minimal input to produce engaging, authoritative and error-free work. Autonomous yet communicative with a history of superior performance in remote environment. Fast learner, Hardworking and passionate job seeker with strong organizational skills eager to secure a good position. Ready to help team achieve company goals.

Education

High School

Maxfort Rohini • New Delhi, Delhi
04/2019

Mass Communication

Jaganath Institute of Management Sciences JIMS • New Delhi, Delhi

Experience

Copywriter

iDreamCareer • New Delhi, Delhi
06/2022 - Present

- Worked with departments across the company, including marketing and project management, in developing new ideas, initiatives, products, and services.
- Wrote advertising copy for online content, and ad campaign copies.
- Played an instrumental role in creative planning and review sessions, working with the resourceful team to elevate the quality of content and designs on social media platforms.
- Developed short and long-term media outreach strategies in collaboration with cross-functional teams.
- Researched new organic ideas for social media outreach posts on both informational and promotional topics and wrote copies for the same.
- Wrote and edited copies with accuracy for social media, as well as website content.
- Wrote short and long scripts for different types of video content.
- Wrote content for email marketing and worked on sending bulk emails through various tools.
- Produced original, creative content for promotional advertisements and marketing materials.

Content Writer

Aquagen • New Delhi, Delhi
07/2021 - 12/2021

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.
- Completed thorough research into assigned topics.

Social Media Marketing Intern

HLTH.Network • New Delhi, Delhi
05/2021 - 12/2021

- Created engaging content for Facebook, Reddit, and Instagram.
- Researched ideas to increase engagement and reach for on social media platforms and app store.
- Wrote interesting copy with eye for current trends and viral potential.
- Executed consistent online messaging across various social media verticals.
- Wrote blogs on the new trending topics.

Editor

News47 • New Delhi, Delhi

04/2021 - 09/2021

- Oversaw content creation process, editing, proofreading content.
- Determined readiness of written pieces, made changes and approved final versions for publication.
- Chose photos for use according to the news that was supposed to be published.
- Assigned various topics and story concepts to writers for coverage.
- Reviewed articles for grammar, spelling, punctuation, syntax, accuracy and compliance with quality standards.
- Wrote news pieces on a regular basis.

Skills

Microsoft office, Email Marketing, Advertisement Marketing, Canva design, Content Writing, Marketing, Proofreading, Communication skills, Time management, Copy editing, Project management

Languages

English, Hindi

Strengths

- Leadership Skills
- Dedication
- Management Skills
- Teamwork skills
- Hardworking
- Multi- tasking
- Fast learner

Declaration

I hereby declare that all details furnished above are true to the best of my knowledge