

KAVYA VERMA

Content Writer

+91 - 7065546707 vermakavya15@gmail.com LinkedIn/Portfolio
New Delhi

ABOUT ME

English literature graduate, Possessing over a year of work experience in the field of content writing. Proficient in written and verbal communication. Passionate about storytelling and communicating ideas effectively. Ability to work with minimal supervision, with excellent interpersonal skills. Eager to leverage my skills and enthusiasm in a role that aligns with my academic and professional goals.

Being high on the learning curve, consistently, helps me develop a strong work ethic and interest in my task. Additionally, I am an avid reader of psychology.

EDUCATION

| | |
|--------------------------------------|-------------|
| B.A.(Hons.) English (pursuing) | 2020 - 2023 |
| Bharati College, University of Delhi | New Delhi |
| Senior Secondary (XII) | 2020 |
| Adarsh Public School (90%) | New Delhi |
| Secondary(X) | 2018 |
| Adarsh Public School (75%) | New Delhi |

INTERNSHIPS

| | |
|---------------------------|-------------------|
| Digital Content Writer | 04/2023 - 05/2023 |
| Global Medical Foundation | New Delhi |

Global Medical Foundation is one of the best MBBS abroad consultants in India. It has been sending students abroad for MBBS for the last 10 years.

- crafting engaging and informative content for the website, blog, social media platforms, and other marketing materials.
- created compelling and persuasive content attracting the target audience, and helping them understand the benefits and opportunities available when pursuing an MBBS degree abroad.

| | |
|---------------------------|-------------------|
| Website Writer and Editor | 08/2022 - 10/2022 |
| Omjee GaiChhap Masale | New Delhi |

OMJEE GAICHHAP Spices is India's Leading Selling Spice Brand Offering Many Masala Variants in the form both pure and blends since 1969.

- Developed high-quality, original content for the Moje GaiChhap Masale website, including product descriptions, blog articles, recipes, and informative guides.
- Created innovative and appealing recipes using different spices, showcasing their versatility and enhancing customer engagement.
- Developed captivating content for social media platforms to promote spices, encourage user interaction, and increase brand visibility.



SKILLS

- Content Creation
- Keyword Generation Seo
- ContentContent Management
- Research Editing and
- Proofreading
- Social Media Proficiency
- Engagement and interaction

AI RESEARCH TOOLS

- Grammarly
- SEMrush
- WordPress
- Google Analytics
- Writer Zen
- Hootsuite

LANGUAGES

| | |
|---------|------------|
| English | Proficient |
| Hindi | Proficient |

INTERNSHIPS

Content creator

08/2021 - 01/2022

[SoGrow](#)

Delhi

SoGrow Ventures is a leading marketing company based in Chandigarh. We specialize in providing innovative and result-driven marketing solutions to our clients

- Wrote and edited website content, including homepage, landing pages, product descriptions, blog posts, and social media content.
- Conducted research on industry-related topics to develop accurate and informative content.
- Optimize content for search engines, ensuring the inclusion of relevant keywords, meta tags, and meta descriptions.
- Conduct keyword research to identify target keywords and incorporate them strategically into the content.
- Proofread and edit content for grammar, spelling, and punctuation errors.

VOLUNTEERING

Virkshit Foundation

(Member)

09/2023 - Present

- Actively participated in various initiatives and events organized by the foundation to contribute towards their objectives.
- Collaborating with local communities to address social issues and drive positive change

