

Divya Gupta

Content Writer

Divya Gupta

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Kanpur

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Skills

Creative Writing, Content Writing, Copywriting, Proofreading, Blogging, Search Engine Optimization(SEO), Social Media Marketing(SMM), Digital Marketing, WordPress, Interpersonal Skills, MS Excel, Word and Powerpoint, Transcribing, English Proficiency (Written & Speaking, Blogging, Cultural Competency, Logical Approach, Web Content Writing, and Research and Analysis.

Experience

QuakBoo / Creative Writer

SEPT 2020 - DEC 2021

- Curated over 50 Technical and Non-Technical articles covering both Financial & Creative subject matter.
- Composed over 20 long blog posts with a word count of 3000 and over for WordPress content covering all kinds of topics.
- Collaborated with over 15 interns and revitalized the marketing process.
- Provided over 800 original stories covering all forms of expression including Angst, Disgust, Anger, etc.
- Created high-quality, error-free, and plagiarism-free content.

Moldbreaker Studios / Content Strategist-Analyst

SEPT 2021 - FEB 2022

- Assisted in every content activity. Studied and applied ongoing trends according to clients' demands.
- Curated content based on the requirement such as different content for websites, marketing campaigns, videos & blogs
- Deploying and assessing strategies for different brands with different backgrounds and assisting with the clients' problems as well.
- Working and coming up with creative strategies to attract more potential clients alongside handling

different ongoing brands like ROOHI, Curious Mug, Harin, Avataar, The Mincare Co., and many more.

Pocket FM / Creative Writer Intern

MARCH 2022 - JULY 2022,

- Delivered finished content and drafts within or before the stipulated time frame.
- Leveraged industry-best practices to churn out new ideas for content.
- Coordinated with other writers in the team and the content manager and produced high-quality stories.
- Tracked the Key Performance Indicators to analyze the performance and suggest improvements.
- Utilized search engine optimization strategies to develop engaging content and maximize the traffic on the website.

Minimal Tweaks / Creative Writer Intern

AUG 2022 -

- Worked on Brands' Pitches, Case Studies, and Testimonials and provided content for Clients' websites.
- Came up with various Copywriting techniques and strategies to captivate and engage the audience.
- Worked with brands like CREX, NSA, Inform8, UrbanMatch, Listnr, OnCall, ParentOf, etc.
- Worked on basic SEO Content from scratch by writing content on Classified, Videos, Pdfs, Social Bookmarkings, Forums, Images, etc.
- Utilized the SEO strategies and developed engaging content which maximized the traffic on the website by 33%.

Education

G.N.P.School / XIIth

April 2016-March 2017, Kanpur

- Scored 7.6 C.G.P.A. in 10th standard.
- Managed to bag 8.2 C.G.P.A. in standard 12th.
- Participated and won in several extra co-curricular activities.

CSJMU / Bachelor of Commerce

August 2017-September 2020

- Scored 1st division in college
- Participated in various cultural activities including *Abhivyakti-The Fest*.

CSJMU / Master of Commerce

Mar 2021- July 2022,

- Scored 1st division in college

