

# Hritik Kumar

## Business Analyst & Content Writer

With a unique blend of analytical and creative skills, I am fond of delivering compelling content that generates results. From data-driven insights to influential messaging, I bring a strategic approach to writing that helps businesses achieve their goals.



hritikjaiswal11412@gmail.com

+918434383921

VAISHALI, India

linkedin.com/in/hritik-kumar0305

## EDUCATION

### BBA (Lateral Entry)

#### LOVELY PROFESSIONAL UNIVERSITY

07/2022 - Present

Punjab, India

##### Courses

- Bachelor's in business administration (Lateral Entry).
- Business Analytics.

### Diploma

#### LOVELY PROFESSIONAL UNIVERSITY

08/2019 - 06/2022

Punjab, India

##### Courses

- DIPLOMA IN BUSINESS ADMINISTRATION

## WORK EXPERIENCE

### Content development Intern

#### SEMS WELFARE FOUNDATION

06/2023 - 08/2023

##### Achievements/Tasks

- Produced 50 blog posts, enhancing online presence and knowledge sharing.
- Created 15 educational YouTube videos, engaging a broader audience.
- Managed social media content, fostering discussions and outreach.
- Designed promotional materials, wrote newsletters, and improved communication strategies, contributing to stakeholder engagement.

### Content Writing Intern

#### Naksha Digital

05/2023 - 07/2023

Remote

##### Achievements/Tasks

- Produced four engaging newsletters daily for target audience.
- Utilized SEO principles to optimize content for visibility.
- Conducted thorough research and fact-checking.

### Content Writing Intern

#### WriterOnRent

03/2023 - 04/2023

Remote

##### Achievements/Tasks

- Conducted research on target audience, competitors, and industry trends for informed copywriting.
- Created engaging copy for websites, social media, emails, landing pages, brochures, and ads.
- Adapted writing style to stay current with trends.

### Freelance Content Writer

#### Collegedunia

02/2022 - 05/2022

REMOTE

##### Achievements/Tasks

- Created high-quality content for clients across multiple categories.
- Conducted thorough research on various topics to ensure accuracy and relevance in all written pieces.
- Edited and proofread all content to ensure it was error-free and adhered to client guidelines and tone of voice.

## SKILLS

English Proficiency

MS-Excel

Creative Writing

Search Engine Optimization (SEO)

Translation

Digital Marketing

MS-PowerPoint

MS-Word

Data entry

content writer

Reviewer

Google Analytics

Public Speaking

## PERSONAL PROJECTS

Collaborated with NGO for getting knowledge about CSR activities (09/2019 - 10/2019)

Visited NGO for the Community Development Program. (06/2022 - 07/2022)

## CERTIFICATES

EMAIL MARKETING CERTIFIED - HUBSPOT ACADEMY (09/2019 - 10/2021)

Google Analytics- Coursera.org (10/2022 - 12/2022)

How to be a successful Business analyst (10/2022 - 01/2023)

Microsoft Excel- Simplilearn (09/2022 - 11/2022)

## LANGUAGES

ENGLISH

Full Professional Proficiency

HINDI

Native or Bilingual Proficiency

## INTERESTS

SPORTS

READING BOOKS

TRAVELLING AND EXPLORING

Writing