

SHAMIMUN NISHA

Content Writer

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Experienced content writer with expertise in writing promotional blogs, email copies, social media posts and SEO-based technical content. Looking for an opportunity to hone my existing skills and learn new ones in to take businesses to new heights with my words.

Work Experience

Content Specialist

Ocxee Ltd

October 2021 to March 2023

- Worked as a content writer and copywriter for marketing purposes.
- Responsible for creating blogs, cold emails, web page content, and social media marketing copies for different platforms including Facebook, Instagram, and Google ads.

Freelance Content Writer

Freelancer.com - Lucknow, Uttar Pradesh

July 2017 to Present

- Wrote SEO-based technical articles for clients.

Content Creator

Broad Axis Consultants - India

December 2020 to August 2021

- Responsible for content developing and reviewing practice papers for k-12 level subjects.

Education

Master's in Energy Studies

Indian Institute of Technology Delhi - New Delhi, Delhi

July 2016 to July 2018

- *Project:* Modelling of Direct Steam Generation using solar thermal power collector.

Bachelor's in Mechanical Engineering

Institute of Engineering and Technology Lucknow - Lucknow, Uttar Pradesh

July 2011 to July 2015

- *Project:* Stress analysis of Chasis Frame for Tata Safari

Skills / IT Skills

- **Writing and communication** - Promotional blogs, technical articles, email copies, web page content, and social media posts.
- **Marketing**: On-page and off-page SEO, Google Ads, Email marketing, Google Analytics, and Google Search Console.
- **Soft Skills**: Communication, creativity, attention to detail, market research, and analysis.
- **Computer Skills**: Google Suite, Programming languages including C, C++, and MATLAB, Adobe Photoshop, web search, Canva image editing, and presentations.

Projects / Papers Presented

Direct steam generation in parabolic trough solar collector: Analytical modelling for prediction of flow pattern

<https://doi.org/10.1063/1.5096497>

April 2019

Conference paper discussing solar energy generation systems published by AIP Conference Proceedings.

Interests and Hobbies

- **Blogging**: I am an active blogger since 2018. I write poems, articles, non-fiction prose, and short stories.
- **Reading**: I like reading functions and non-fiction in my free time.
- Listening to music:
- Playing sudoku
- Travelling