

Kanika Lakhanpal

Digital Content Writer

I am a digital content writer who believes in the power and magic of words. Since childhood, I have found myself deeply interested in the art of writing. Writing is a powerful tool. With great imagination in mind, you can almost bring life to words and help greatly or content writing. As a journalism and English honors student, I hope to provide my best foot forward in creating better stories and content and would love to gain and experience a new world..



kanika23.lakhanpal@gmail.com

7987627262

Mumbai, India

linkedin.com/in/kanika-lakhanpal-692200145

WORK EXPERIENCE

Freelance Content Writer Hindustan Times Media Limited

05/2022 - Present

Remote

Achievements/Tasks

- Content Writer for the B2B organization
- Perform email marketing as well as curate content for LinkedIn inmails
- Handle and manage excel Database of clients
- Populate list of Clients from tools such as Lusha & Fundoo

Associate Content Writer Jet Set Career

03/2022 - 05/2022

Remote

Achievements/Tasks

- Curated technical Content for the organization.
- Curated projects on topics such as LinkedIn Lead Generation.
- Created content for tutoring and teaching.

Content Editor Men's World Magazine

04/2022 - 05/2022

Remote

Achievements/Tasks

- Structured print content into digital Content.
- Designed numerous digital marketing campaigns.
- Took part in company's rebranding.

Social Media Intern (Content Writing) Redwood Algorithms

04/2021 - 08/2021

Remote

Achievements/Tasks

- Designed numerous marketing campaigns for the organization.
- Curated content for various clients with in the company.
- Managed three social media accounts (client) at once.
- Prepared technical articles as well as creative articles for the company.
- Especially handled all the marketing functioning of Kaizen South Asia.
- Written many captions as well as image content for social media presence.

SKILLS

Content Writing



Creative writing



Storyboarding



Blogging



SEO



Social Media Marketing



Email Marketing



Database management



Canva



Public Speaking



Excellent Communication



Team Management



ACHIEVEMENTS

RJ HUNT Rank-2

Inter State debate competition-1st Rank

A+ Certificate NCC

Certificate of excellence in Co-curricular area

1st Rank in Sangeet Aayojan Pratiyogita

1 st Rank in Rose Society Event

1st Rank in Inter college Debate



WORK EXPERIENCE

Content Writer Scicomm India

05/2022 - Present

Achievements/Tasks

- Subject Matter Expert for many clients.
- Built more than 20 quizzes for graduates and postgraduates in a month.
- Built research-based content worth 45000 words for each topic.

Content Writer Intern The Research Pedia

04/2021 - 05/2021

Achievements/Tasks

- Built highly researched most-sought articles.
- Curated more than 25000 words in a month.
- Written more than 35 statistical-based articles in a month.

EDUCATION

BA (ENGLISH MAJOR) IGNOU

01/2018 - 06/2021

Courses

- Minored with Psychology
- Cultivated 7.25 CGPA

BJMC Amity University

08/2017 - 08/2021

Courses

- Wrote dissertation on relations between media and its voting population.
- Cultivated 8.25 Cgpa.
- Event Management Team.

12th Maharishi Dayanand Public School

04/2016 - 04/2015

Courses

- 7.25 CGPA

10th DAV Centenary Public School

Courses

- 9.0 CGPA

EXPOSURE

Volunteered for Jaipur Literature Festival 2018 and worked as a special Assistant to late CM Sheila Dixit, along with Sharmila Tagore, Soha Ali Khan, Anurag Kashyap, and more.

Volunteered for "Tik-Tok For good" as a content writer.

KEY SKILLS

I am a quick learner with strong memory and quick wit. I am adaptive and keen on flexibility. I believe myself to be a good communicator with quality management skills. I have an optimistic approach to life.

LANGUAGES

English ● ● ● ● ●
Hindi ● ● ● ● ●

INTERESTS

Writing

Singing

Cryptocurrency

Storyboarding

Blogging