



SUPREAKSHYA SHRESTHA

WEB CONTENT WRITER / SPECIALIST

Creative Copy Writer offering background in preparing well-structured drafts, editing posts and conducting keyword research. Versatile Content Writer proficient in researching, writing and editing diverse content. Works with minimal input to produce engaging, authoritative and error-free work. Autonomous yet communicative with 5 -year history of superior performance in remote environments.

EXPERTISE

Content Management
Superb Writer and Editor
Content Strategy
Creating Content
Social Content Planning
Editorial Content Production
Content Marketing
Editorial Decision Making

LANGUAGE

English
Nepali
Hindi (basic)

CONTACT

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EDUCATION

- 2018 - 2020 ● **Global College of Management**
High School Diploma (3.9/4 GPA)
- 2013 - 2015 ● **Tribhuvan University**
Bachelor in Information Technology
(Marketing, Writing)

WORK EXPERIENCE

- 2022 - 2023 ● **Content Writer / Editor**
Brainstorm Force (remote work)
- Completed thorough research into assigned topics.
 - Provided writing support in fast-paced environment for variety of public-facing materials.
 - Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
 - Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
 - Performed keyword research to optimize content for SEO.
- 2020 - 2022 ● **Marketing Executive**
ExpressTech System (remote work)
- Developed technical and non-technical marketing presentations, public relations campaigns, articles, and newsletters.
 - Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers.
 - Worked with communications team to drive internal promotion of company programs, initiatives, guiding principles and mission.
 - Consulted with product development teams to enhance products based on customer interest data.
- 2018 - 2020 ● **Web Content Writer**
AccessKeys Private Limited
- Researched to develop thorough understanding of unfamiliar topics, competitors, industries and processes to present fresh, new angles and ideas within written content.
 - Developed and edited informative, highly engaging, concise content for company websites and social media platforms customized for target audiences and company campaign objectives.
 - Interspersed thematic, frequently-searched keywords to optimize articles for search engine results and performed additional SEO-related tasks to maximize traffic to website.
 - Created seasonally and regionally appropriate blog article content, collaborating with sales, marketing and analytics departments to identify business trends and extrapolate seasonally-relevant topics.