



SMRITI AGRAWAL

Logophile



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EDUCATION

B.Ed.

2017–2019

MA in English

2016 – 2018

B.A. (Hons) in English

Utkal University
2005

12th Grade

D.p.s
2001

12th Grade

D.p.s
2001

EXPERTISE

- Seo Content Creation
- Specialized Writing
- Real State Writing
- Social Media Management
- Editorial Leadership
- Individualized Instruction
- Relationship Building
- Motivational Leadership
- Basic knowledge Of Canva

LANGUAGE

- English
- Hindi
- Odia

PROFILE

My nearly two years as a content writer and editor have provided me with a diverse range of relevant experiences and challenges. While it's difficult to isolate any one experience as the most formative, my time writing 150-word real estate descriptions of builders taught me invaluable skills. The restrictive word count forced me to hone my ability to synthesize key details and craft a compelling narrative. By carefully choosing which details to highlight, I learned how to capture readers' interest and convey the essence of a property effectively. The experience fine-tuned my skill for identifying and communicating only the most critical information needed to turn prospects into potential buyers within a very limited space. I now apply these same skills across a wide variety of content projects, allowing me to provide clients with powerful copy that speaks to their audiences. Through the unique challenges posed by different clients and subject matter over the past two years, I've evolved as a more adaptable, discerning, and results-driven content professional.

WORK EXPERIENCE

Editor and Content Manager at White Panda | August 23– present

- Managed the editorial table at White Panda, ensuring alignment with client needs and instructing writers to produce content tailored to specific requirements. Oversaw content creation processes, ensuring high-quality, client-focused content across various industries.
- With over two years of experience at the managerial level, I bring a strong background in quality control, data management, and operational efficiency, which I believe aligns with the needs of this position.

In my current role, I have honed my skills in:

- Data Management: Organizing, analyzing, and maintaining large datasets to ensure accuracy and accessibility.
- Invoice Creation: Preparing detailed and accurate invoices, ensuring compliance with company policies and client requirements.
- Team Leadership: Coordinating with cross-functional teams to streamline processes and meet quality standards.
- I take pride in my ability to optimize workflows and deliver results under tight deadlines. My hands-on experience with data systems and commitment to maintaining high-quality standards have consistently contributed to achieving organizational goals.

Senior freelance news writer at GMU (Getmyuni) | April 2024- November 2024

- At GMU, I was responsible for curating and publishing real-time EdTech news, focusing on updates related to various national, state, and university-level examinations. The role required working in a fast-paced environment, ensuring accuracy, timeliness, and relevance. I gained valuable experience in content management systems (CMS) and honed my skills in managing dynamic, evolving news updates in the EdTech sector.

Key Responsibilities:

- Researched and published real-time news for major national-level exams, including UPSC, JEE Main, JEE Advanced, NEET, CUET, CAT, GATE, CLAT, and MAT.
- Covered updates for important state-level competitive exams such as MHT CET, KCET, TANCET, WBJEE, AP EAMCET, TS EAMCET, and KEAM.
- Provided news coverage for key university-level entrance exams like IPU CET, VITEEE, SRMJEEE, BITSAT, and AMUEEE.
- Managed and updated exam-related content in the backend CMS system to reflect real-time changes promptly.
- Ensured factual accuracy and adhere to editorial guidelines for all published articles.
- Collaborated with cross-functional teams to gather, verify, and refine critical information for news stories.
- Monitored live updates for exam schedules, result announcements, and application changes, ensuring immediate content adjustments to maintain relevance.
- Optimized news content for visibility and engagement through effective SEO strategies.

Social Media content writer and Consultant**Krishna's Vikash Grp. of Institutions | Jan'23-March**

- Social Media content writer for Chairman's personal page branding of Krishna's Vikash Grp. of Institutions.

Contribution

- Developed engaging social media content across platforms for Krisha Vikash Group, highlighting the institution's commitment to growth and holistic student development.
- Showcased the achievements and milestones of students, contributing to a positive online reputation and increased community engagement.

SEO Content Writer and Trainee at Physics Wallah | Oct'22- August'23**Contribution**

- Created over 50 blogs covering versatile categories such as MBA, JEE, NEET, LAW, and UPSC, catering to the specific needs and interests of the target audience.
- Ensured the implementation of SEO parameters in each blog to enhance search engine visibility and organic traffic.
- Conducted Quality Control (QC) checks on more than 300 articles, ensuring adherence to SEO guidelines and optimizing content for maximum effectiveness.
- Collaborated closely with the SEO team to develop and execute effective content strategies, resulting in improved website rankings and increased user engagement.
- Conducted in-depth research on various topics to ensure the production of well-researched and informative articles that met the client's requirements.
- Successfully optimized website content, meta tags, and keywords to improve search engine rankings and attract targeted organic traffic.
- Actively monitored and analyzed website analytics and performance metrics to identify areas for improvement and implement data-driven optimizations.
- Stayed updated with the latest SEO trends, algorithms, and best practices to continuously enhance content performance and drive organic growth.
- Contributed to the overall success of the content team by consistently delivering high-quality, SEO-optimized content that met client expectations and drove positive results.

Freelance Content Writer at Samantechnosys**Contribution**

- Real Estate Articles on Residential and Commercial Growth.
- Authored insightful articles showcasing the growth trends in residential and commercial real estate, providing valuable market analysis.
- Contributed expertise to the real estate sector by presenting comprehensive perspectives on industry developments.

Fintech Articles:

- Wrote articles in the fintech domain, translating complex concepts into accessible content for a diverse audience.
- Provided insights into fintech innovations, contributing to the dissemination of knowledge in the rapidly evolving financial technology landscape.

English PGT Teacher | (2015-2022):

- Developed and delivered engaging English lessons to students.
- Ensured students' understanding of grammar and literature.
- Organized classroom activities and maintaining a positive learning environment.
- Prepared students for examinations and assessed their progress throughout the term.