

MANAV SHARMA
Guru Gobind Singh Indraprastha University, New Delhi
CLASS OF 2018 - 2023 [Vth YEAR, B.A., LL.B.]
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ACADEMIC QUALIFICATIONS-

- B.A., LL.B., **CGPA: 08.55 /10.00** : Graduated in July 2023 (**Top 3% of the Batch**)
- Tagore International School, New Delhi, **Class XII (92%)**, CBSE Board
- KR Mangalam World School, Gurgaon **Class X (09/10 CGPA)**, CBSE Board

ANSWERING QUESTIONS YOU MIGHT HAVE

Q. Why Content Writing/ Copywriting when I Have Law as My Degree?

Driven by a deep-rooted passion for writing and music since the age of 12, I consciously chose to pursue a career in content writing and copywriting. Despite briefly exploring law due to familial influence, I quickly recognized it wasn't my true calling. Embracing my genuine passion, I ventured into content writing and haven't looked back. With an impeccable attendance record spanning over 3 years, I am wholeheartedly dedicated to my craft, constantly seeking growth and aiming to make a positive impact through my writing every single day.

Q. Am I looking for a Long term Role In the content writing field? Or Do I look forward to a career in writing only?

Yes, I am actively seeking a long-term role in the content writing field. Writing has always been my passion, and I am committed to building a successful career in this field. I thrive on the opportunity to create impactful and engaging content, and I am excited to continue honing my skills and making a significant contribution to the writing industry.

Q. How Do I Plan to beat the AI in writing and providing something superior?

To surpass AI in writing and deliver superior content, my approach is comprehensive. I conduct extensive research, gathering unique insights from diverse sources to create authentic and observational content that goes beyond AI-generated suggestions. By strategically incorporating subheadings and covering less-explored topics, I stay ahead of AI and cater to evolving reader demands, aligning with Google's preference for fresh and original content. Additionally, since AI-generated content is frowned upon by ranking algorithms, I gain a competitive advantage.

WORK EXPERIENCE

1. Gigde Global Solutions Pvt. Ltd: SEO Creative Content Writer/ Copywriter

April 2023 - Present

- Demonstrated exceptional skills in crafting engaging long-form content under tight deadlines, incorporating SEO guidelines and formatting techniques. This resulted in increased organic traffic and improved search engine rankings.
- Exhibited a strong inclination for creative initiatives, willingly tackling difficult topics to deliver exceptional, thought-provoking content praised by readers and clients.
- Displayed a proactive and open-minded approach to feedback, utilizing constructive criticism to refine writing techniques and content creation strategies. Recognized within the organization, receiving the prestigious "Writer of the Month" award for outstanding contributions.

2. Grynow: SEO Content Writer/ Copywriter

May 2021 - June 2023

- Handled diverse responsibilities, including crafting compelling copies, video content, on-page/off-page and paid blogs, listicles, and web content. Demonstrated expertise in keyword research and implementing SEO strategies for enhanced visibility and higher rankings.
- Effectively managed a team of six writers, ensuring timely task completion and maintaining high-quality standards. Fostered collaboration, provided guidance, and implemented feedback to maximize productivity and deliver exceptional results.
- Implemented rigorous quality control measures to align content with organizational standards and objectives, ensuring excellence and consistency across all deliverables.

3. Travelling Desi YouTube Channel (2.4 Million Subscribers): Script Writer

Jul 2022 - Dec 2022

- Assumed full responsibility for crafting scripts for various video formats, including informative videos and YouTube shorts. Demonstrated versatility by effectively communicating complex subjects in an engaging and accessible manner, captivating the audience's attention and facilitating their understanding.
- Conducted extensive research on diverse topics, ensuring a deep understanding of the subject matter. Translated the research findings into captivating and interesting content, successfully piquing the audience's curiosity and delivering valuable information in an engaging way.

4.Senior Adv. Ravindra Shrivastava: Legal SEO Writer

Jun 2022 - Jul 2022

- Took charge of leading a team of three lawyers, ensuring the overall consistency and quality of written legal content. Maintained meticulous attention to detail, ensuring adherence to technical aspects of legal writing, and upholding the highest standards of accuracy and legal principles.
- Utilized strong analytical skills to summarize complex legal cases spanning over 800 pages.

Compiled concise and comprehensive summaries that assisted the senior advocate in case preparation and strategic decision-making.

5. Advocatespedia: Legal writer

Aug 2021 - Sep 2021

- Undertook the responsibility of creating extensive and informative content on a wide range of legal topics and cases, ensuring clarity and accessibility for readers.
- Played a pivotal role in maintaining the website's status as a go-to resource for legal information by optimizing content for search engines. Utilized effective SEO strategies to ensure high visibility and ranking of articles on various legal topics and cases.
- Balanced the need for comprehensive and easy-to-understand content with SEO requirements to attract and engage a wide audience of lawyers and legal enthusiasts.

6. Digi Acai: SEO Content Writer/ Copywriter

Dec 2020 - Jul 2021

- Demonstrated proficiency in writing various types of content, including copies, SEO web content, on-page/off-page blogs, and video scripts.
- Successfully delivered high-quality content for a diverse range of clients, from industry giants like Amazon and Tata Cliq to esteemed educational institutions such as Jd Institute of Fashion Technology, etc.
- Trained the new interns in showing the tone we adopted in the organization, style of writing that is impactful, and how to be unique in your information, etc

7. SAR & Associated: Legal Writer

Aug 2020 - Sep 2020

- Demonstrated expertise in writing across diverse legal subjects, meticulously analyzing complex legal concepts, and identifying any inherent shortcomings.
 - Employed strong research and writing skills to summarize key cases, streamlining the information for senior professionals, and facilitating their decision-making processes.

8. Magenta creation: Content/ Captions writer

Jul 2020 - Sep 2020

- Crafted compelling and optimized web content, ensuring a seamless blend of engaging storytelling and strategic keyword placement. Maintained a keen eye for SEO best practices, enhancing the organization's online visibility and driving organic traffic to their website.
- Developed captivating Instagram captions and other social media content, capturing the attention and interest of the target audience. Created compelling narratives, infused with brand personality, to effectively convey the organization's message and promote engagement across

their social media profiles.

9. Youth Empowerment Foundation: Content Writer/ Volunteer

May 2020 - Jun 2020

- Produced compelling and influential content for the organization's website and informative pamphlets. Ensured a captivating online presence and engaging print materials that effectively communicated the organization's mission to a diverse audience.
- Proactively reached out to organizations in need, establishing fruitful collaborations to address the challenges faced by the less privileged. Successfully organized and coordinated free food and clothes stalls, providing vital assistance to individuals in need and fostering a sense of community support.

SKILLS

1. Content Marketing	6. Copyediting	11. Songwriting
2. Creative Writing	7. SocialMedia Marketing	12. Dialogue Writing
3. Copywriting	8. Content Writing	13. legal writing
4. Advertising	9. Product Description Writing	14. SEO
5. Blogging	10. Scriptwriting	15. Proofreading
		16. Speechwriting

COURSES AND CERTIFICATIONS

1. The Complete Digital Marketing Course

Provider: Udemmy

Duration: Aug 2022 - Sep 2022

2. Google Ads

Provider: WsCube Tech

Duration: Aug 2022 - Sep 2022

3. Digital Marketing Course

Provider: Marketing Fundas

POSITIONS OF RESPONSIBILITY

Duration: Jul 2022 - Aug 2022

4. The Fundamentals Of Digital Marketing

Provider: Google

Duration: May 2022 - May 2022

5. Digital Marketing Certified

Provider: Hubspot

Duration: May 2022 - May 2022

1. Executive Member : Mashaal - The Legal Aid Dramatics Society of VIPS;
2. Executive Member - Core Team: Antarakshar - The Music Society of VIPS