

Arpita Raj
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B.A. English
Hons.
Vivekananda Institute of Professional Studies



EDUCATIONAL QUALIFICATIONS			
B.A English Honors	2019-22	Vivekananda Institute of Professional Studies	85.8%
12 th (C.B.S.E.)	2019	Mother Mary's School	77%
10 th (C.B.S.E.)	2017	Mother Mary's School	79.8%
WORK EXPERIENCE			
9 Months (May 2024-ongoing).		Redwood Algorithms	Creative Consultant
Spearheaded creative strategy and execution for a diverse client portfolio spanning B2B and B2C sectors, including GFRP Poles, FunFull (international), Frankford Woodworks, and Onus Merchant Solutions.			
<ul style="list-style-type: none"> • Client Servicing & Strategy: Built strong client relationships through in-depth understanding of business objectives. Conducted comprehensive client briefings to identify core needs and translate them into actionable creative solutions. • Creative Ideation & Execution: Developed compelling creative concepts for various platforms, including animation scripts, social media campaigns, and website content. Served as the sole creative decision-maker, ensuring alignment with brand identity and campaign goals. • Business Analysis: Conducted thorough market research and competitor analysis to identify opportunities and inform strategic recommendations. • Presentation & Communication: Developed and delivered persuasive presentations to clients, effectively articulating creative vision and ROI. • Key Skills: Creative Strategy, Client Management, Content Creation, SEO, Presentation Skills, Business Analysis, Project Management. 			
4 Months (November 2023-April 2024)		Redwood Algorithms	Content Writer
<ul style="list-style-type: none"> • Content Development: Crafted engaging blog content optimized for SEO to enhance online visibility and drive organic traffic. Updated website content to reflect brand messaging and drive user engagement. Crafted compelling email campaigns, social media content, and website copy that aligned with client objectives and brand identity. • Analysis: Conducted in-depth competitor analysis to identify market gaps and generate innovative content ideas. • Presentation & Communication: Developed and delivered persuasive presentations to clients, showcasing content strategies and recommendations. • Key Skills: Content Writing, Email Marketing, Social Media Marketing, SEO, Presentation Skills, Competitor Analysis, Client Relationship Management. 			
2 Months (February 2023 – March 2024)		Rawrage	Content Writer Internship
<ul style="list-style-type: none"> • Content Creation: Produced high-quality content on diverse topics for US clients, ensuring alignment with search engine optimization (SEO) best practices. • Research & Analysis: Conducted thorough research to answer user queries accurately and effectively, providing valuable information to the target audience. • Content Structuring: Developed clear and engaging content outlines by selecting appropriate headings and subheadings to enhance readability and user experience. 			
CERTIFICATIONS AND EXTRA-CURRICULAR ACTIVITIES			
<ul style="list-style-type: none"> • The Strategy of Content Marketing University of California, Coursera • 1st Position, Pencraft Competition, Vivekananda Institute of Professional Studies • Best Artist Award 2018-2019, Mother Mary's School 			
SKILLS			
<ul style="list-style-type: none"> • Procreate- Digital illustration application • Canva, Google Slides & Docs, MS Word 			