

IRA TIWARI

C O N T E N T W R I T E R



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📍 GF- 4 Neelam Vihar Society, Sec- 14,
Kaushambi, Ghaziabad - 201010

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SKILLS

- Bibliophile
- Design Thinking
- Writing personal narratives
- Problem-Solving
- MS Office
- Analytical Skills
- Strong Communication
- Copywriting abilities
- Content marketing
- Market research expertise
- Deadline Management

EDUCATION

P.HD 2022 - Present

English Literature, Indira Gandhi National
Open University, New Delhi

MASTERS 2018 - 2020

English Literature, Indira Gandhi
National Open University, New Delhi

GRADUATION 2014 - 2017

B.A. Prog. Aryabhatta College,
University of Delhi

SR. SECONDARY EDUCATION
2013 - 2014

Sun Valley International School,
Vaishali, Ghaziabad (CBSE Board)

PROFILE

Multi-talented Content Writer able to research, write and edit wide range of content. Capable of working with little oversight to write interesting, clean and clear copy. Seeking growth-oriented position with a progressive organisation.

EXPERIENCE

CONTENT WRITER & QUALITY AUDITOR

Myntra Designs Pvt. Ltd

Dec'2020- Present

- Written content & Audited the quality for the products received from the brands like Adidas, Nike, Reebok, H&M, Biba, Fab India, Dressberry, MANGO, VanHeusen, Blackberrys, Forever 21, HRX, Sangria & many more.
- Collaborated with technical experts and other marketing professionals to produce exciting and valuable content.
- Gained deep understanding of industry trends and topics before creating content.
- Tracked and analysed campaign success, sharing insights & learning for future projects.
- Assessed client briefs, requirements and purpose and tailored content and style to match.
- Uncovered and identified high-performing topics and formats, adjusting editorial strategy to achieve targets.
- Generated and developed content concepts, presenting creative ideas and communicating value to get client buy-in.
- Edited existing content to better align with brand style guides and provided constructive feedback on content ideas to other content writers.
- Catering to special requests made by the brand and to deliver the best of write-up by properly editing, proofreading and editing it.
- Proficiently analysing and tracking trends and activities by providing valuable inputs for a fine write-up.

CONTENT WRITER

Q-in -1

July'2019- Nov'2020

- Worked closely with communications, design and strategy teams to generate creative ideas and meet client's objectives.
- Worked with localisation team to align content with specific needs and best practices for local markets.
- Liaised with clients to discuss project scope, content brief and brand guidelines for each project to increase client satisfaction.
- Organised work within Content Management System and always submitted work within agreed deadlines.
- Managed own workload efficiently to produce high-quality work within agreed deadlines.
- Created teaching related content upto class 8th.

PERSONAL ENGLISH TUTOR

2014- Present

- Taught online classes working with platforms such as Zoom and Google Drive to provide remote teaching.
- Helped underachieving students achieve academic goals by assessing educational weaknesses and finding effective teaching methods.