

# Anishka Jain

## CONTENT STRATEGIST

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As an accomplished Content Strategist with over 5 years of experience, I excel in crafting impactful content tailored to the psychology of target audiences. My unique ability to deeply understand the needs, preferences, and emotions of diverse demographics allows me to create content that resonates powerfully and drives desired outcomes. With a strong foundation in consumer and media psychology, I bring a strategic, creative, and audience-centric approach to every project. My expertise spans research, content creation, and optimization across various platforms including websites, social media, blogs, and marketing collaterals. I am committed to delivering excellence and driving measurable results for every client and project I am entrusted with.

## EXPERIENCE

### **jumpingMinds | Content Writer** (APRIL 2023 – APRIL 2024)

- Researched contemporary developments in the field of mental health.
- Developed content for social media platforms and contributed to branding and marketing initiatives in the mental health sector.
- jM App achieved recognition as one of Google's top 50 startups.
- Spearheaded the curation of JM Magazines: Mindscape and more.

### **NowZone | Website content** (CONTRACT WORK)

- Complete curation of the website, along with structuring and planning.
- Worked on blogs targeting the company's goals.
- Researched and designed the scientific backdrop of the product of the company in layman's terms to increase product visibility and reach.

### **REVI DIGITAL SOLUTIONS PRIVATE LIMITED | Content Strategist** (JUNE 2022 - AUGUST 2022)

- Conducted in-depth research focused on employee engagement strategies and initiatives.
- Orchestrated content creation for website, social media, branding, and marketing, with a specific focus on addressing workplace anxiety concerns.
- Developed content for blogs and Email marketing.

### **Supernova | Content Writer** (2022)

- Created engaging articles for the company's target audience with zero plagiarism.
- Edited and Proofread 40+ articles per month.
- Wrote 3+ blogs & articles daily, spanning 700-800 words by maintaining 100% quality with zero plagiarism.

### **House of Babas | Content Writer** (2021 - 2022)

- Designed content for the website, assisted in Instagram endorsements and wrote blogs, articles and product descriptions for the company.

## EDUCATION

### **BACHELOR OF SCIENCE PSYCHOLOGY (HONOURS) |**

2021-2024

Christ (Deemed to be University)

Bangalore, India

GPA: 3.6

### **HIGHER SECONDARY EDUCATION |** 2019-2021

Delhi Public School

Siliguri, India

### **PRIMARY & SECONDARY EDUCATION |** 2007-2019

St. Joseph's High School

Siliguri, India.

## HARD SKILLS

- Editing & Proofreading
- Creative writing
- Grammar & Vocabulary
- SEO Customisation
- Consumer & Media Psychology

## SOFT SKILLS

- Strong Written and Oral Communication
- Observation Skills
- Leadership & Initiative Skills
- Critical Thinking & Problem-Solving
- Multi-Tasking

## HOBBIES

- Reading
- Creative Writing
- Poetry Writing
- Martial Arts
- Debate
- Public Speaking

- Created content for social media for various platforms such as Facebook, Instagram & Twitter; increased traffic by 10%.
- Curated ~3000 words daily by creating articles, blogs, news, outreach and social media content

## LANGUAGES

### Boocmarq | Content Head (2022)

Hindi, English and Bengali.

- Spearheaded content writing team of 11 members & edited their work to make it 100% plagiarism-free & error-free.
  - Interviewed 20+ candidates and trained various interns & new recruits.
  - Created posts for the company's major clients on social media with zero plagiarism.
  - Edited & updated the old posts by complying with SEO guidelines & proofread the posts sent by 10+ freelancers.
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## PROJECTS

### Published Research in a National Journal (JAN 2024)

- Relationship between Dominance and Toxic Positivity: Mediating Roles of Intrapersonal and Interpersonal Control.
- Published in the Golden Jubilee issue (Volume: 50, Number: 1, pg 186, Jan 2024) of the Journal of the Indian Academy of Applied Psychology.

### National Seminar on Mental Health by Indian Council of Social Science Research (MARCH 2023)

- Paper Presenter

### Winner of 14th Young Psychologist Competition (APRIL 2023)

- Paper Presenter; Secured 1st place.

### Author (From a Girl who Feels) (JUNE 2020)

- Wrote and compiled 50 poems and open letters.
- Successfully published the book across major e-commerce platforms, including Amazon, Flipkart, and Kindle.
- Assumed responsibility for book marketing and executed social media promotional campaigns.
- Designed the book cover, ensuring a compelling visual representation.

### Black Belt and National Judge in Karate (KAI- Karate Association of India) (OCTOBER 2017)

- Attained the distinction of being the youngest woman in North-East India to secure a black belt in karate.
- Demonstrated exceptional skill and dedication by clinching the national gold medal in Kumite on two occasions.
- Secured the esteemed position of National Judge within the Karate Association of India.
- Founded and provided leadership to multiple dojos within the city, contributing to the propagation of karate.
- Received recognition and honours from the Grandmaster of Goju-Ryu Karate, Japan.

### Self-Defence Instructor (Self Employed)

- Conducted basic sessions in the university to educate peers and professors about self-defence and protection.
- Taught the skill of self-defence to underprivileged women and children in the town free of charge.