

SHUBHYANSHI SETIA

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EDUCATION

Trinity Institute of Professional Studies, GGSIPU, New Delhi 2019 – 2022
Bachelor of Business Administration Percentage - 80%

Hans Raj Model School, Punjabi Bagh, New Delhi 2018
Senior Secondary Percentage - 83%

WORK EXPERIENCE

Senior Content Writer, MiM-Essay, New Delhi, India Jun 2023 – Present

- **Proofread** documents of new writers and provided them feedback to serve the best possible edits to the clients
- **Drafted** essay prompts for the clients and consultants providing them with guidelines to approach the school essays
- **Revised** Kira Interview guidebook to provide updated questions and relevant information to the clients
- **Supervised** new writer and provided relevant training, lessons, and guidance to ensure smooth functioning

Associate Content Writer, MiM-Essay, New Delhi, India Jul 2022 – Jun 2023

- **Worked** in collaboration with consultants to deliver finalized SOPs, LORs, Scholarship essays, VISA SOPs, and resumes for more than **300** clients
- **Engaged** in client calls and understood their profiles and requirements to help them draft personalized essays; aided them to bag admits at premium business schools like LBS, HEC Paris, Imperial, INSEAD, Duke, and more
- **Researched** educational blogs and drafted SEO blogs for the organization to improvise lead generation procedure
- **Utilized** SEO writing techniques and applications like Surge Graph and Perplexity to boost the company's website ranking
- **Ensured** to meet school application deadlines for the clients taking proper care of coherence and language in essays

Content Writer Intern, Idea with Identity (Remote) Mar 2022 – Jun 2022

- **Researched** topics related to education, health, fitness, fashion, and more and published over **200** articles
- **Coordinated** with the manager to meet all the guidelines including grammar, language, zero-plagiarism, etc.

Content Writer Intern, EmaChat (Remote) Feb 2022 – Mar 2022

- **Drafted** blogs for the EmaChat application and updated the FAQs section and the user guidelines of the application
- **Collaborated** with the marketing team and wrote crisp and short captions for social media platforms like Instagram

Content Writer Intern, PDQ Media(Remote) Mar 2021 – May 2021

- **Published** approximately **150** articles based on trending topics such as general awareness, American celebrities, Netflix shows, and more

EXTRA-CURRICULAR ACTIVITIES

Volunteer, NSS – National Service Scheme, TIPS, New Delhi, India 2021 – 2022

- **Conducted** teaching lessons for approximately **150** underprivileged students and taught them basic mathematics, English, and painting fundamentals
- **Organized** Cloth and Food Distribution Drive for more than **100** underprivileged students at KPS School, Vikaspuri
- **Collaborated** with a team of over **10** individuals and visited Silver Lining Old Age Home; conducted fun activities and performed solo music for more than **25** elder individuals

Member, ELYSIAN – Music Society of TIPS, New Delhi, India 2019 – 2022

- **Participated** in **3** music competitions within the OASIS'19, BITS Pilani Cultural Festival with a team of **15** members
- **Performed** solo and in groups in multiple college events and competitions having an average footfall of **150** people

ACHIEVEMENTS

- **Achieved** Outstanding Performer Award (Music) at the Farewell event at TIPS, GGSIPU 2022
- **Obtained 2nd** position at Vasant-Utsav Singing Competition (Virtual) at JIMS, Greater Noida 2022
- **Attained 2nd** position at SARGAM Music Festival in Indian music among **20** participants 2021

SKILLS

IT Skills – MS Word | MS PowerPoint | MS excel | Trello Board | Quill Bot AI | ChatGPT | Surge Graph | Perplexity

Languages – English (Proficient) | Hindi (Native)