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### **Career Focus**

- Presently working with India.com (Zee Media Group) since July 2015.
- 7 years experienced professional looking for educative environment and exploring environment and use it as a tool for personal, professional as well as social transformation

### **Experience Summary**

- **Currently involved in Content Strategy (Writing, Editing and Proofreading) of Educational Portal Safalta.com (Amar Ujala Digital Portal)**
- **Experience in managing content strategy of Digital Portal of India.com.(Zee Media Group)**
- Experience in managing content strategy of various sections of Jagranjosh.com
- Experienced in writing SEO Based B2C articles, news article, feature articles, product descriptions services description, essays, editorial pieces, press releases, research reports, and creative print/radio ad copy
- Well versed in copyediting, transcription and proofreading
- Familiarity with various writing styles
- Competent researcher, interviewer, and editor
- Social Media Writing and Management

### **Professional Experience**

#### **1. Presently working as Content Manager/Advisor with Amar Ujala Digital Portal**

- Involved in preparing content and promotion strategy of online portal
- Work on maximization of traffic through SEO Planning and Google Analytics
- Content Management, Social Media Management, Editorial Planning of Events
- Handling the team of 6 writers
- Assigning work responsibilities and deciding KRA/KPI of the team
- Overview the articles of writers and getting them published on time on CMS and Social Platform
- Training and Development of team with new products and techniques

#### **2. Presently working as Content Manager (Content): India.com (ZEE News)**

- Planning and development of content strategy for upcoming website content and prepare content strategy for it.

- Content Management, Social Media Management, Editorial Planning of Events.
  - Writing and editing of all new stories and getting them published on time on CMS and Social Platform
  - Searching and Assigning of content through official sites and competitive sites to writers and Freelancers
  - Work on traffic maximization by promoting the products on different media pages
  - Handling team of ondesk and freelancers
3. **Worked as Assistant Manager (Content):** Jagranjosh.com (Dainik Jagran)—Education Beat (September 2012 to July 2015)
- Managing Content of Banking and Sarkari Naukri Section of Jagranjosh.com Notifications and Education News
  - Writing and Editing of all the notifications and articles and getting them uploaded on time
  - Plans and development of strategy for upcoming products and prepare content strategy for it.
  - Searching and Assigning of educations news and job notifications through official sites and competitive sites to writers and Freelancers

### **Team & Freelance Management**

- Keep a look over write-ups of writers and guide them time for required changes
  - Work assigning and Editing of articles written by writers and freelancers
  - Maintaining proper record of team and freelancers work
  - Preparation of monthly report and payment sheet of team and freelancers
4. **Content Editor – Askme.com**
- Quality check the content as per parameters
  - Writing Web Content for business clients
  - Writing SEO based promotional content
  - Type of writing done: Website Catalogs, Blogs, Articles, Technical Articles, Product Description
5. **Content Writer – Dimension India Networks Pvt Ltd.**
- **Writing Web Content for Indiamart websites**
  - Writing SEO based content
  - Type of writing done: Website Catalogs, Blogs, Articles, Technical Articles, Product Description
6. **Senior Editor (Intern) – The Statesman, Delhi**

- Reporter- Editor, Advertising Executive & Designer.
- Brought out two issues of The Statesman for Neighborhood circulation in Janakpuri & Dwarka area

7. **Executive Reporter (Intern)- TV100 News Channel**

- Reporter for electronic media.
- Post Production work

**Educational Qualification**

- Bachelors of Education (MDU) with 70 percent
- Qualified CTET 2016
- Cleared IDBI Bank PO Exam Twice
- Bachelor's of Journalism (Mass Communication) Vivekananda Institute of Professional Studies - First Division (2009)
- Qualified MAT with 86.3 percentile
- Higher Secondary Education (CBSE) - First Division (2006)
- Secondary Education (CBSE) - First Division (2003)

**IT Skills**

MS Office, Web Browsing Tools, Google Adword

**Date:**

**Place: Delhi**