

# RESUME

## RISHI KOHLI

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Contact No.:7011405933

**WORK EXPERIENCE (More than 5 years of experience as a Content Writer, Copywriter, Creative Writer, SEO and Social Media)**

(Expected CTC: 7 to 9 LPA)

- Shree Guru Gobind Singh Tricentenary University (SGTU) (August 2022 – Present)  
Sr. Content Writer and Copywriter
  - Wrote high-quality, SEO-optimized content for website pages, blogs, articles, and social media posts.
  - Wrote and developed compelling copy for various marketing and promotional materials such as brochures, emails, newsletters, newspaper & magazine ads and press releases.
  - Led a team of writers and editors to create and publish social media content.
  - Optimize website content for search engines and ensure that it meets SEO best practices.
  - Manage social media account & campaigns, create engaging content, and track metrics to adjust strategies.
  - Edit and proofread research papers and academic articles to ensure accuracy and clarity.
- Spiritual Curiosity (September 2021 – July 2022)  
Sr. Content Writer, Social Media Manager & Co-Founder
  - Conducted research and produced high-quality content for a health-tech startup focused on building spirituality and productivity solutions
  - Managed social media accounts and created engaging content to increase user engagement
  - Developed and executed SEO strategies to improve website ranking
  - Website: <https://spiritualcuriosity.org/>
  - Instagram: @adhyatmajigyasa
- Trivium Education Service (May 2021 – July 2021)  
English Language Expert
  - Edited, developed, and proofread academic papers, journals, essays, and articles
  - Ensured the accuracy and clarity of written content by following language and grammar rules
- Shiv Nadar University (June 2019 - April 2021)  
Teaching Assistant and Researcher
  - Assisted in teaching undergraduate courses in creative **writing and contemporary fiction**
  - Conducted research and produced academic papers in the field of literature
  - Edited and contributed to the college literary magazine, The Freewheeler
- Freelance Writer (January 2018 – May 2019)  
Development Editor (Golden Words Publication), Blog Writer & Freelance Fiction Writer (UpWork, JustWords, Kindle)
  - Edited and proofread manuscripts to ensure they meet the publishing standards
  - Ghostwriter for various fictional manuscripts on Amazon Kindle.
  - Developed educational, healthcare, medical, and hospitality content for Justwords

## EDUCATION

- **Masters in English Literature and Research**, Shiv Nadar University  
**Achieved 8.1 CGPA**, ranking among the top of the class
- **Bachelor of Technology (B. Tech)**, Delhi Technological University  
**Graduated with 74.2% marks, from one of the top Universities in India**
- **Creative Writing Course, British Council India (June 2018 – Sep 2018)**  
Grade: B+ (Among the toppers in Batch)
- Class 12th, CBSE Board  
**Achieved 95%**, ranking among the top of the school
- Class 10th, CBSE Board  
**Achieved 9.4 CGPA**, ranking among the top of the class

## PUBLICATIONS

- Published two short stories in the college literary magazine, The Freewheeler
- Published articles in the newspaper: <https://brightpunjabexpress.com/lecture-sgt-university-organizes-motivational-talk-on-women-leadership/>
- Published a novella, "Girl in Gurgaon," on Amazon Kindle
- Medium and Wattpad account for short fiction and opinion essays

## SKILLS

- Highly creative and always eager to learn (self-published fiction books and poetry on Amazon)
- **SEO Content Writing** (Written content across domains and industries: Education, Entertainment, Research, Health, etc.)
- **Copywriting for Brochures, Banners, Social Media Creatives, Newspaper Ads**
- **Scriptwriting for Advertisement.**
- In-depth knowledge of On-Page SEO and Keyword Research using **SemRush, GoogleTrends, GoogleKeyword Planner, Ahrefs, and various tools**
- Sharp Editing and proofreading skills
- Knowledge of the latest technologies in AI like ChatGPT, and BingAI, to help improve efficiency and workflow
- Excellent command of the English language
- Strong writing skills with experience in producing compelling creative stories and descriptive essays
- Exceptional vocabulary
- Avid reader with an eye for detail and content discrepancies
- Knowledge of computer software like MS Word, MS Excel, PowerPoint, Canva and Google Docs
- Familiarity with IT, programming, and web development
- GitHub account: <https://github.com/rishik2?tab=repositories>
- Instagram Poetry Account: <https://www.instagram.com/livingasawriter/>