

ISHA ARORA

Content Writer

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LinkedIn Profile:

https://www.linkedin.com/in/isha-arora-2906ba15b?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

Profile Summary

- Create blogs, articles, PR articles, press releases, SMS content, and company profiles.
 - Develop website content including landing pages, internal pages, main banners, offer banners, and pop-up banners for brand awareness.
 - Generate content for social media posts and creatives.
 - Provide ideation for marketing plans and festive campaigns.
 - Conduct research and compare competitors' content across social media, websites, and banners.
 - Create SEO-optimized content.
 - Write content for promotional activities such as campaigns, standees, print ads, outdoor banners, leaflets, social media banners, video creatives, brochures, and backdrops.
 - Draft company communications including emails, sponsorship plans, and event permissions.
 - Engage in content marketing to drive social interaction and engagement.
 - Design presentations for events, marketing, and proposals.
 - Strategically plan content to reach target audiences and achieve business goals.
 - Ensure content authenticity through proofreading, grammar checking, and editing.
 - Translate articles, PR articles, press coverage, and editorials into Hindi.
 - Ideate and plan events.
 - Liaise with creative agencies and PR agencies.
 - Adhere to deadlines for timely task delivery.
 - Create monthly content calendars.
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Skills

. Content Creation	. Marketing Ideation	. Proofreading & Editing	. WordPress
. Event Planning	. SEO Optimization	. Translation (English to Hindi)	
. Communication Drafting	. Presentation Design	. Social Media Management	

Key Achievements

- Writing and publishing high-quality articles and blog posts that attract a large readership.
- Getting featured on reputable websites, magazines, or journals.

- Creating content that significantly boosts a website's traffic through effective SEO strategies.
 - Generating viral content that brings a surge of visitors to the site.
 - Writing engaging content that prompts high levels of reader interaction, such as comments, shares, and likes.
 - Building a loyal audience or community around the content.
 - Mastering different writing styles, tones, and formats to cater to various audiences and purposes.
 - Demonstrating expertise in using SEO tools and analytics to track content performance and make data-driven improvements.
 - Achieving top rankings on search engine results pages (SERPs) for targeted keywords.
 - Developing and executing comprehensive content strategies that align with business goals and drive results.
 - Creating content calendars and managing a consistent publishing schedule.
 - Delivering content that meets or surpasses client expectations in terms of quality, timeliness, and effectiveness.
 - Successfully executing content marketing campaigns that meet or exceed client expectations.
 - Successfully creating a wide range of content types, including articles, news, blog posts, social media content, video transcripts, product description and many more.
 - Adapting writing for different platforms, such as websites, social media, brochures, marketing content, magazines, and more.
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Previous Work Experience

Contractual/Freelancer/Remote

- Uber Digital Luxury (Canadian Company) (2020-2022)
- Techpapa - Digital Marketing Company (2019-2022)
- Jagran New Media (2019-2022)
- Sun India Pharmacy Pvt. Ltd. (2019)
- Mild Cares Pvt. Ltd. (2019-2021)
- Henry Harvin Education (2018-2021)
- Saamag Group (Planeteves) (2018)
- YNG Media - Digital Marketing Agency (2016)
- Fashion and You - E-commerce (2016-2017)

Full Time (On-site)

- Carat Pearl - E-commerce (2017-2018)

Other Experiences

- West Wind Retails Pvt. Ltd. for LEVI'S (MSF Trainer) (2014-2016)
- Global Centre of Languages (Grammar & GD Trainer) (2012-2014)
- Academy of Broadcasting (Radio Trainer and Content Creator) (2009-2012)
- Red FM 93.5 (Radio Jockey and Script Writer) (2008-2009)
- Primary Teacher (Patanjali Rishikul School) (2007-2008)
- Primary Teacher (Bishop George School & College) (2005-2007)

Academic Qualification

- Masters in Arts (MA) in English Literature, University of Kanpur (CSJMU), 57%
 - Bachelors in Arts (BA) in English Literature, Sociology, Economics, University of Allahabad, 60%
 - Intermediate in Arts (ISC), Girls' High School & College, 81%
 - High School in Science (ICSE), Girls' High School & College, 73%
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