

# Dipti Arora

## Content Writer

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### Dipti

B-33/315 New Luxmi Puri Sleam tabri Ludhiana

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### Skills

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Diverse high level content writer to work with minimal input to produce engaging content, authoritative and error-free work. Autonomous yet communicative.

Proofreading, Consistent brand messaging, Creative writing, Concept development, Technical API Documents, Copywriting expertise, MS office, SharePoint, Technical content, Shopify, e-Commerce, Web-Contents, , Cybersecurity, AWS, B2B SaaS, Manual & Tech Guides, Social media marketing, SaaS based products, API high level documents, Multichannel Content Engagement, SEO

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### Experience

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#### TechStack / Content Marketing Specialist

June 2024 - October 2024, Remote- USA (Contract)

- Built content marketing channels and SEO from scratch to drive traction for B2B SaaS and multichannel product based content.
- Written in-depth technical blog and created digital strategies in a way that it caught **40k** user attraction in one day.
- Created in-depth content strategies for growing start-ups and top brands including Infosys to showcase industry expertise and address audience needs.
- Created long-form blogs, landing pages, case studies, and eBooks.
- Assisted in developing pitch decks, ad copies, newsletter campaigns and investor presentations on a contract basis.
- Managed end-to-end content and marketing including pitch strategies for investors.
- Experienced working with tools like Semrush, Google Search Console, Keywords planner for high quality topics, trend and market research.

#### DigiFlute / Digital Marketing Content Head

Nov 2022 - January 2024, Remote

- Crafted compelling brand case studies on high level software development including AWS, DevOps, SaaS, E-commerce that highlight successes, showcasing the value proposition and impact of your company's products or services.
- Created in-depth whitepapers and technical documentation to showcase industry expertise and address audience needs.

- Developed high-quality technical documentation, including RFP Technical manuals, API documentation.
- Develop and execute a comprehensive technical content strategy aligned with business goals, ensuring consistency across various platforms.
- Monitor and analyze content calendars, performance metrics, such as engagement, conversions, and ROI, to refine strategies and improve future content.

## Self employed / Freelancer

Sep2021 - Present, Remote

- Added keywords, meta descriptions and alt image tags to increase SEO presence.
- Written social media, newsletter, emails, landing pages and blog and it in a way that leads back with high clicks and traffic.
- Created concise, eye-catching headlines copy writing for different niches including SAP, AI/ML, LMS, ERP, computer science, cloud computing & technical subjects.
- Conducted extensive internet research to provide facts and statistics for articles and blogs.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Researched industry-related topics by performing interviews and combing online sources.
- Collaborated with the marketing team to develop content strategies for international clients.

## Freelancing projects include

- Cybersecurity Project - o4 digital agency Australia
- Cloud Computing - TechStack US
- Bio science tech blogs- Teleaus-AU Sydney
- Crypto Writer- digicash - India
- E-commerce project: rj cooper & Flipkart, Amazon, Shopify sellers
- RFP Technical Writer: **US Government** (Contract Role)
- Founders /CEO - Podcasts & personal Branding
- Ed Tech contents copywriter/ strategies - Acadbudy, Canada (founding company)
- Apollo hospital - medical content writer/ strategy planner
- Dewstudio- Software development - Technical writer / US

## IT buzz solutions/ Senior Content Writer

Dec 2020 - Jun 2022 Remote India

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Proofread copy written by colleagues to correct spelling, punctuation and grammar.
- Followed company policies and editorial guidelines to craft thorough, well-written content.
- Organized material to research and complete writing tasks. Carefully documented technical workflows in private wiki for education of newly hired employees.
- Analyzed developments in the field of CMS, Blockchain, Cybersecurity, IT Risk and Compliance to update instruction

literature.

### **Instance IT Solutions / Senior Technical Content Writer / Content Marketer**

Aug 2019 - Dec 2020, Remote India

- Edited and proofread content to confirm proper grammar, quality and consistency with AP style.
- Worked closely with the marketing team for their insights and research.
- Consulted with editors to shape the story and eliminate any errors. Played Instrumental role in creative planning and review sessions, working with a resourceful team to elevate quality of content and designs.
- Prepared marketing calendar with all around marketing report production.
- Conduct research on industry trends and best practices to improve high level documents quality and user experience.

### **Crazy tales / Content Writer/ Copywriter**

Aug 2018 - Jun 2019 , Remote

- Wrote advertising material for use by technical publication, broadcast or Internet media to promote sale of goods and services.
- Managed competing deadlines with efficiency.
- Produced original, creative content for promotional advertisements and marketing materials.
- Completed accurate and polished formatting in line with publishing standards prior to submission.
- Spearhead the creation of a content performance review and iteration process with functional teams.
- Customized brand message to reach and capture large audience interest and drive engagement.

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## **Education**

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### **International Public CBSE school**

Apr: 2017- Mar 2018

### **Panjab University / BA in (English)**

Aug 2018- May 2022 (Ludhiana)

Strong English Literature and subject.

### **Panjab University / MA in (English)**

Dec 2022- Present (Ludhiana)

Strong English Literature and subject

## **Awards**

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*Content writing website award & certificate*