



Naveen Singh

Team Lead -
Ecommerce
Operations & Content

Contact

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Skills

- Creative Writing
- Content Marketing
- SEO Writing
- Technical Writing
- Editing and Proofreading
- Content Strategy
- Storytelling
- Keyword Research

Ecommerce Merchandising

Passionately indulged in creating exceptional online shopping experiences that drive growth and enhance user satisfaction. Successfully managing and optimizing Shopify-based e-commerce platforms, ensuring seamless functionality, and maximizing sales potential. Expertise extending to create fully functional online stores, customizing themes, enabling payments, checkouts, customer events, curating product assortments, fine-tuning product listings, and creating visually appealing displays that captivate customers.

Content Writing

Seasoned content writer with 8+ years of experience creating SEO-friendly copy for websites, blogs, and social media. Skilled in researching, editing, proofreading, and adapting content to meet client needs. Accomplished technical writer with a solid foundation in MS Office, HTML, and CSS.

Work History

2021-12 -
2025-03

Team Leader - Ecommerce Operations & Content

UNIBizTEC, Gurgaon

- Managing different roles as Content Team Leader.
- Creating weekly calendar for content and social media.
- Ensuring all the websites are being updated regularly.
- Assigning content and rendering quality check.
- Tracking key performance metrics, making the required updated and modifications to improve rankings.
- Analyzing reports and gaining insights from the SEO team to improve performance.
- Delivering 2000-2500 words a day based on the requirements.
- SEO content writing - Blogs, Articles, Classified, Forum, Press-Release, Info-graphics, Features, etc.
- Editing and Proofreading - Meaningful changes, adding value, eliminating the fluff (redundancy).

- Competitor Analysis
- Email Marketing
- Search Engine Optimization
- Advanced Excel
- YouTube Marketing
- Shopify
- E-commerce Web Specialist
- Expert in Merchandising and Product Listing
- DTC Website Specialist

2020-10 -
2021-12

E-commerce Content Writing

- Product Descriptions for Amazon, Shopify and other channels.
- Creating A+ Content to enhance the product descriptions.
- Feature rich and persuasive descriptions, optimized with right keywords.
- Bullet pointers to explain the product specifications.

Ecom Experience

- Creating and customizing stores.
- Product listing, updates, and bulk update, import and export.
- Search optimized titles and descriptions.
- Managing orders, inventory, and customers.
- Business Reports and analytics.
- Experience with Amazon Seller Central.
- Good knowledge of MS Excel and Google Sheets.

SEO Content Writer

Mindmingles, Mayur Vihar

- Finding the right keywords using the Keyword Golden Ratio (KGR).
- Content Marketing - Writing interesting blogs.
- Publishing them on WordPress after Yoast optimization.
- On-page optimization (linking (internal & external, image optimization, alt tags, etc.)
- Writing Research-Based Web Content.
- Topics covered - Tour and Travel, Health and Wellness, Technology, Love and Life, Food, Fitness and Lifestyle, Entertainment, Sports, Finance and Money Management, Books and Autobiographies, etc.

2019-06 -
2020-10

SEO Content Writer

Asquare Marketing, Gurgaon

- SEO content writing, (Blogs, Forums, Classifieds, Press Release, PPTs, Articles), Web content writing, e-mailers, etc.
- Topics covered - Tour and Travels, Technology,

Finance, Account and Bookkeeping, Payroll, Taxation, Cloud Technology, QuickBooks.

2017-05 -
2019-06

Content Writer and Ecommerce Specialist

Freelance, New Delhi, India

- Topics covered - Tour and Travel, Health and Wellness, Technology, Love and Life, Food, Fitness and Lifestyle, Entertainment, Sports, Finance and Money Management, Books and Autobiographies, etc.
- As an Ecommerce Website Operation Specialist, I was indulged in:
- Shopify Management - Store creation | admin settings | app integration | product listing | launching SKUs | navigations | filters | UI/UX of landing and product pages.
- Finding the best keywords and optimizing them in content, and meta-descriptions to improve search and filtering, and to optimize product discovery and SEO.
- Writing, editing, and optimizing content for better performance.

2016-10 -
2017-05

Trainee - Content Writer

Weblink.in Pvt. Ltd. , New Delhi, India

- Product Writing.
- Resume Writing.
- Web Content Writing.
- Blogs.
- Articles.
- Infographics.

Projects

- <https://reflectwithin.in/>
- <https://www.quadlawtech.com/>
- <https://www.advologysolution.com/>
- <https://www.anotherhome.in/>
- <https://www.quickbooksupportnet.com/>
- <https://www.unibiztec.com/>
- <https://bigtexasroof.com/>

Internships and Training

- Worked as an intern in **RASHTRIYA SAHARA**, (Hindi editorial department) Patel Nagar, Dehradoon
- One year experience in video production, content writing and scripting in **DAKSH CREATIONS**, Dehradoon
- Written script for various episodes of **POLICE ESCORT**, a crime serial based on the true stories.

Education

Bachelor of Arts: Mass Communications

Doon Business School - Dehradun, India

Disclaimer

08/05/24, Ghaziabad