**RESUME**

**PANKAJ SHARMA**

**Twitter:** [@Pakka\_Himachali](https://twitter.com/Pakka_Himachali)

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**CONTACT DETAILS:**

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**Blog URLs**: <http://storiesinmoments.com/> [**http://unravelhimachal.**com](http://unravelhimachal.com)

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**CAREER OBJECTIVE**:

Looking for an opportunity where I am able to employ my writing skills and bring out my best to contribute to the growth of organization and learn new things for my personal development.

**KEY SKILLS AT A GLANCE**

* An active blogger
* High quality blog and article writing
* Creating business-centric content for digital marketing
* Keyword research and placement
* Providing content support to web marketing
* On-page and off-page optimization – metatitles and metadescriptions
* Basic understanding of wordpress and blog development
* Intermediate in SMO and SEO marketing
* Quest for learning
* Product description and review
* Website content development
* Experience in development reports, presentations, ad copies and video scripts for digital marketing
* Print experience – Press Releases, pitch and concept notes, PR Articles
* Newsletter layout and content

**EXPERIENCE**:

**Presently Working (Since January 2017):**

**Sovereign Health Group** as a content writer

**Job Profile:**

Writing blogs, articles and associated content on mental health

**Previous Experiences**

Worked in A.D.A.M India (Previously known as VIA Media Health)

Period: July 2014 to January 2017

**Job Responsibilities:**

Writing creative content for Digital endeavors in the FMCG, Healthcare and other associated industries.

Some key projects/assignments handled at A.D.A.M India

* Created a research report out of the survey done on Leonardo Olive Pomace Oil.
* Conceptualize research and create content for Horlicks Power of Milk, the science of milk, campaign website.
* Conceptualize the website design, wireframe and created/sourced content for [www.hemocuetimes.in](http://www.hemocuetimes.in/), an initiative by HemoCue.
* Worked on the navigation and content proposal for Lysol website
* Worked on the design and content creation for HemoCue Newsletter
* Created website content for Women's Horlicks and Mother's Horlicks
* Created social media media content for Facebook pages of Fortis Escorts, Junior Horlicks, Women's Horlicks and Lite Horlicks
* Worked on the creation of customized content (including scientific articles, feature articles, blogs, and expert blogs) for the website, [www.skinandhairacademy.in](http://www.skinandhairacademy.in/), which is a baby of Glenmark.
* Created PR articles on inhalation therapy for Cipla and Nictone Inhalation Therapy for Nicotex.
* Creating content for PELs and LBLs for brands like Saffola Oats, Brown Rice and Leonardo Olive Pomace Oil.
* Worked on the navigation plan and content creation for the website, [www.cleanairindiamovement.com](http://www.cleanairindiamovement.com/), an initiative by Blue Air air purifiers.
* Created Press Releases for Medtronic and other events and seminars we are a part of like the one recently concluded, **Indian Health and Wellness Summit**

**Worked as Web Content Writer in Wisitech InfoSolutions**

**Job Profile**

* Writing and posting SEO-friendly articles, blogs, classifieds, SBSs and HUBs
* Facebook, Twitter, Google+, tumblr etc. posts (SMO)
* The verticals I write for include CEO, diet & nutrition, parenting, relationships etc.
* Writing metatags – title, description – for websites
* Writing creative posts on a wide range of topics including movies, book reviews, news/events, learning and literature

**Sample Work**

<http://www.wisieforkids.com/wisieblog/author/pankajsharma>

<http://www.wisieforsuccess.com/wisieblog/author/pankaj>

<http://www.wisitech.com/blog/author/pankaj/>

<http://storiesinmoments.com/>

<http://www.learningandcreativity.com/pankaj-sharma/>

**Independent Projects Handled:**

[www.go4flowers.com](http://www.go4flowers.com/): Wrote taglines and descriptions for bouquets and gift packages

[www.b2balliances.com](http://www.b2balliances.com/): Wrote complete website content

**Past Experience**

* + **Worked as Business Correspondent with ADI Media for TV Veopar Magazine since September 2011**

**Job Profile:**

Writing business stories for consumer electronics and home appliances magazine –

(TV Veopar Journal)

Attending seminars, conferences, and industry events

* + **Worked** as a content writer with **Dimension India Network (February 2011—September 2011)**

**Job Profile: B2B** writing for **Indiamart**

I’d written content for the websites in **Indiamart.com** (A business portal).

**FREELANCING EXPERIENCE**

* + **I have done freelance medical translation for “MMI Online” (June 2010 to May 2011)**

MMI Online is a venture of “**JAGRAN PUBLICATIONS”.** I have done freelance translation for the Hindi version of a site called [www.onlymyhealth.com](http://www.onlymyhealth.com/) for which I have translated around 100 articles. This includes the translation of the articles related to various diseases.

* + **Worked as freelance content writer for “Adixtion Technologies” (August 2010 to January 2011)**

“**Adixtion Technologies**” is a web based company. I am working as freelance web content writer in this company and my job is to write creative content for various websites based on some given information.

* + **Worked as a freelance content writer with “Ayushveda Informatics” (Dec 2010 to February 2011)**

I am working as a freelance content writer for “Ayushveda Informatics”. My job is to write articles for its various blog sites. My 15 articles have been published on its different blogs related to health and fitness.

**BPO JOB PROFILE**

**EXL SERVICE: Insurance Associate (January 2007 to September 2010)**

* Working on different state rules and guidelines in insurance business.
* Renewing full term and midterm policies according to set state guidelines.
* Deals in different kinds of insurance like business and auto and omni.
* Calculate or quote of premium to be paid by customer.
* Following underwriter’s instructions to make changes in policy terms.

**COMPETENT SOFTWARE: Data Analyst (December 2005 to January 2007)**

* Handling of property records in form of maps and database.
* Verification of customer information (property).

**EDUCATION / QUALIFICATION:**

* 1998 – 1999: Matriculation
* 2000 – 2001: Intermediate
* 2001 – 2004: Graduation (B.Sc)
* 2004 – 2005: B.Ed

**STRENGTHS:**

* Good command over language,
* Quick learner,
* Friendly and optimistic,
* Team player

**PERSONAL DETAILS**:

Name Pankaj sharma

Father’s name Sh. Hem Raj Sharma

Date of birth 02 Dec 1982

Overall experience 11 years (5 yrs in BPO and 6 year in content writing)

Languages known Hindi, English, Punjabi, Himachali

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DATED:

PANKAJ SHARMA