**Swati Manik Popli**

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**CAREER OBJECTIVE**

My passion for writing drives me to build a long term career in the field of content writing. Moreover, I want to grow as a writer everyday by learning new things. So, I would like to work for an organisation where I will get an opportunity to demonstrate my skills and prove my abilities, along with working for the development of the company and my country.

**JOB PROFILE**

* Currently working as Web Content Writer at Finesse Interactive Solution Pvt. Ltd., Janakpuri, Delhi (March 2016 – at present)
* 4 months experience as Full-Time Freelance Content Writer (Nov 2015 – Feb 2016)
* 10 months experience as Content Writer at Bliss IT Solutions, Pvt. Ltd., IT Park, Chandigarh (Jan 2015 – Oct 2015)
* 7 months experience as Web Content Writer at Xcelance Web Solutions, Zirakpur, Punjab (June, 2014 – Dec, 2014)
* 7 months experience in Content Writing at WhiteSparrow Communications, Chandigarh   
   (Nov, 2013 – May, 2014)

**Work/Tasks handled:**

* Business Writing – Articles, Blogs, Press Release, Bio, SEO Optimized Content, Reviews, Descriptions, etc
* Reviewing and Editing Content
* Managing team of writers and proofreading their work
* Coordinating with clients and a keen eye on increasing the engagement on social media platforms
* Meta Tags and Meta Descriptions
* Product Descriptions
* Website Content
* Creating and Managing Content for Social Media Profiles (Facebook, Twitter, Pinterest, Google Plus, YouTube, Blog) of Clients
* Responding to Customers query and feedback on daily basis
* Content of Leaflet for our Company
* Rewriting and Editing of Content for our Client Brochure and Proofreading
* Organized various online contests for engagement
* Engaging with the customers on daily basis.

**Achievements:**

* Got my appraisals within 3 months
* Proficient in writing blogs/articles related to any niche
* Have acquired the basics of all the social media marketing platforms

**Skills:**

* Excellent writing and editing skills.
* Versatile writing skills
* Team management
* Good command over English grammar and a very good grip on vocabulary and usage of words.
* Proficient in creating engaging and creative content for clients.
* Keep coming up with fresh and new ideas to increase engagement on social media.
* Good command in making Power point presentations.

**ACADEMIC PROFILE**

* **Post Graduate Diploma in Pharmaceutical Regulatory Affairs** (Distance Learning) from Jamia Hamdard University, New Delhi in June, 2013.
* **M. Pharm. (Pharmacognosy)** from I.S.F. College of Pharmacy, Moga, Punjab Technical University, Jalandhar, India with 75.54% in the academic year 2010-2012.
* General Course on Intellectual Property (Distance Learning) from World Intellectual Property Organization Worldwide Academy, 2010.
* B. Pharm.fromG.V.MCollege of Pharmacy, Sonepat, Maharishi Dayanand University, Rohtak, India with69.41% in the academic year 2006-2010.
* Senior secondary (10+2)from CBSE Board with 72% in the academic year 2006.
* Secondary from ICSE Board with 69% in the academic year 2004.

**M. Pharm. Dissertation Work**

Project titled “**Optimization and Standardization of Antidiabetic Allopolyherbal formulation”** under the kind supervision of Dr. A.N. Kalia, Director, Herbal Drug research and Head of Department of Pharmacognosy at I.S.F College of Pharmacy, Moga, Punjab.

**COMPUTER PROFICIENCY**

* Well versed with MS Office (Word, Excel and Power Point) and Web browsing.
* Thorough knowledge and experience of Scientific Database searching.

**PUBLICATIONS**

* **Swati Manik**, Vinod Gauttam, A.N. Kalia; Anti-diabetic and antihyperlipidemic effect of Allopolyherbal formulation in OGTT and STZ-induced diabetic rat model. Indian Journal of Experimental Biology, Vol. 51, Sep 2013, pp. 702-708.
* Poonam Bhauta, Yoshita, **Swati Manik**, Neha, Anjleena, K.L. Dhar; Antibacterial Activity of a New Compound Isolated from *Juniper Communis* leaves. International Journal of Universal Pharmacy and Life Sciences 3(2): March-April 2013, 241-248.
* **Swati Manik**; Standardization of herbal drugs/products: boon to Indian Pharma market. Pharmatutor website, 2013 (REFERENCE ID**:** PHARMATUTOR-ART-1643)

**ACADEMIC ACHIEVEMENTS**

* **Qualified GPAT 2010** (National Level Exam)

2010-2012: GPAT Fellowship from All India Council for Technical Education (AICTE), New Delhi.

* Presented **posters** in various National and International conferences.
* Achieved Certificate of Honour for being a **member of Registration committee** in organizing various National and International Conferences held at I.S.F College of Pharmacy, Moga, Punjab.
* **Industrial Exposure** as a **Pharma Trainee** for 1.5 months.

**KEY SKILLS**

* Excellent oral/written communication and presentation skills
* Creative and Innovative
* Believes in Continuous improvement
* Team player
* Strong belief and committed on will power
* Hard-working, honest, punctual, dedicated towards work
* Aim for perfection in every work
* Eager and willing to learn
* Quick learner and adapt quickly to changes
* Good decision making power

**PERSONAL INFORMATION**

* **Father’s name** : Mr Mohanish Manik
* **Mother’s Name** : Mrs Neelam Manik
* **Husband's Name** : Mr. Vikas Popli
* **Date of Birth** : 1st April 1988
* **Marital Status** : Married
* **Languages Known** : English, Hindi, Punjabi (Read, Speak and write)
* **Hobbies and Interests** : To explore new things, Communicate with new people, Reading Novels and Listening to music

Information given above is correct to the best of my knowledge.

Place: New Delhi Swati Manik Popli