

# Amrita Ranjan

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## Summary

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Results-driven English graduate with experience in content creation, journalism, event coordination, and digital marketing. Skilled in SEO writing, strategic communication, and stakeholder management using WordPress and CRM tools. Seeking roles in content strategy, PR, or digital media to deliver creative and analytical impact.

## Skills

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**Content:** SEO Writing, Article Research, WordPress, Mathematics Subject Matter Expertise

**Marketing:** Lead Generation, Branding, Competitor Analysis, Campaign Strategy

**Event & PR:** Event Planning, Coordination, Public Relations, Sponsorship Outreach

**Tools:** MS Office, CRM Software, Google Docs, Canva

**Communication:** Strategic Messaging, Public Speaking, Cross-functional Collaboration

**Research:** Trend Analysis, News Writing, Social & Political Reporting

## Experience

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**Times Internet (Economic Times)** Oct 2023 – Mar 2024

*Event Coordinator, Noida*

- Identified and evaluated 100+ potential sponsors aligned with business objectives.
- Managed relationships with 20+ partners through structured communication.
- Maintained sponsor, vendor, and attendee databases to ensure smooth execution.

**Infortis Worldwide** Jul 2022 – Sep 2023

*Marketing Intern, Remote*

- Conducted market research and competitor analysis to identify growth opportunities.
- Supported lead generation and outreach initiatives to improve engagement.
- Coordinated with cross-functional teams across 5+ marketing channels.

**Eduteria.live** Jul 2022

*Subject Matter Expert (Mathematics), New Delhi*

- Delivered 1500+ high-quality mathematics questions within strict deadlines.
- Recognized for accuracy, clarity, and consistency of content.
- Conducted live doubt-solving sessions impacting 130+ SSC aspirants.

**Testbook.com** Jan 2021 – Jul 2022

*Subject Matter Expert (Mathematics), New Delhi*

- Developed 500+ mathematics questions for competitive examinations.
- Recognized internally for subject expertise and content reliability.

## Education

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**Dyal Singh College, University of Delhi** Jun 2023

Bachelor of Arts (English Hons.)

CGPA: 6.75

- R&D Head, Training and Placement Cell.
- Subject Matter Expert (Mathematics) – Testbook.com, Eduteria.live

**SL DAV Public School, Khagaria** Apr 2020

Senior Secondary (XII)

84%

**Rose Bud Academy, Khagaria** Apr 2018

Secondary (X)

70%