

NARINDERPREET KAUR

Content Strategist

INDORE, MADHYA PRADESH / INDIA | +91 8094429077 | NARINDERPREETKAUR6@GMAIL.COM

SUMMARY

Creative and detail-oriented Content Writer & Digital Marketer with 2+ years of experience crafting compelling blog posts, website copy, and marketing content. Skilled in SEO, content strategy, and brand storytelling, with expertise in social media marketing, email campaigns, and performance analytics. Passionate about driving engagement, increasing organic traffic, and creating data-driven content that converts.

EDUCATION

Department of Law, Prestige Institute of Management and Research, Indore

B.A.LL.B (HONS.)

2017-2022 | 7.80 CGPA

Gyan Vihar Senior Secondary Public School, CBSE BOARD, Bhensoda Mandi

12th Standard

2015 | 65.50 %

10th Standard

2013 | 7.00 CGPA

SKILLS

- Content marketing strategy
- SEO-optimized content creation
- Website & blog content development
- Social media content writing
- Scriptwriting for video & podcasts
- Social media marketing (Facebook, Instagram, LinkedIn, Twitter)
- Google Ads & Meta Ads

TOOLS & PLATFORMS

- SEO tools (SEMrush, Ahrefs)
- Google Analytics & Search Console
- CMS platforms (WordPress, Shopify)
- Canva & Adobe

PROFESSIONAL EXPERIENCE

MALTAR SERVICE PVT.LTD

Content Strategist & Digital Marketing Associate | April 2025 - Present

- Created and optimized blog content across tech and financial niches, contributing to a 80% increase in organic website traffic within two months.
- Researched and wrote timely news articles that improved site relevance and helped attract over 2,500 monthly readers.
- Developed content calendars and collaborated with design teams to align visuals with copy for stronger brand messaging.
- Managed Instagram and LinkedIn content strategy, resulting in a 60% increase in followers and a 35% boost in engagement rates.
- Applied SEO best practices to increase average blog dwell time by 25% and reduce bounce rates.
- Conducted keyword research and performance tracking using tools like Google Analytics and SEMrush to refine content strategies.
- Collaborated with cross-functional teams to align digital campaigns with brand goals and audience insights.

KHEONI VENTURE PVT.LTD

Content Writer & Digital Marketing Associate | Dec 2024 - Mar 2025

- Content Creation: Wrote and edited blog posts, product descriptions, social media captions, and magazine columns, ensuring brand consistency and SEO optimization.
- Social Media Management: Managed multi-platform presence (Instagram, Facebook, LinkedIn, X), creating and scheduling engaging content to boost follower growth.
- Email Marketing: Executed targeted email campaigns, managing subscriber lists and analyzing performance metrics.
- E-commerce & Operations: Optimized the brand's online storefront and collaborated with teams to streamline marketing and operational strategies.

VARLYQ TECHNOLOGIES PVT.LTD

Content Writer & Research Expert | Feb 2023 - Aug 2024

- Created and managed high-quality content, including articles, blogs, and technical documentation.
- Applied SEO best practices to optimize content for search visibility and engagement.
- Collaborated with developers and marketing teams to ensure alignment with brand messaging.
- Edited and proofread content to maintain consistency and clarity.
- Managed project deadlines, ensuring timely content delivery.