

# HENNA SAIKIA

Seeking to secure a good position in a reputable organization in order to challenge myself; broaden my horizon and enhance my skills.

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## EXPERIENCE

### **Ditech Creative and Digital Marketing, Mumbai— Content Writer (Management Trainee)**

May, 2022 - Present.

- Creating content strategy for multiple clients.
- Curating data and stats for content development and publication.
- Conducting thorough research on industry-related topics.
- Researching the whereabouts of engaging contents and how they are developed.
- Moderating contents and facilitating error-free publication of contents.
- Proofreading and editing content to suit the requirements.
- Idea generating and execution of creatives.
- Assisting the marketing team in developing content for advertising campaigns.
- Conduct simple keyword research and use SEO guidelines to increase web traffic.
- Creating blog contents and copywriting.
- Curating content for social media.

### **LivYoung Realtech Enterprise, Pune — Content Writer (Intern)**

August 2021- April 2022

- Creating website contents, landing pages.
- Creating Blog contents.
- SEO research.

## EDUCATION

### **Tezpur University, Tezpur, Assam — M.A. in English**

2019-2021 (CGPA - 07.00)

### **Cotton University, Guwahati, Assam — B.A in English**

2016-2019 (CGPA - 08.28)

### **Kendriya Vidyalaya No. 1, Somara, Tezpur, Assam — 10th**

2016 (Percentage - 89%)

### **St. Joseph's Convent H.S School, Tezpur, Assam— 10+2**

2014 (Percentage - 80.33%)

## SKILLS

- Content/Creative Writing
- Blogging
- Soft Skills
- Analytical Skills
- Team Work
- Time Management
- Communication
- G-Suite
- MS-Office
- SEO Research
- Social Media Content Creation
- Editing & Proofreading
- Research and Fact-checking
- Remote Work

## LANGUAGES

English - *Fluent*  
Hindi - *Fluent*  
Assamese - *Native*

## INTERESTS

- Interior Designing
- Writing
- Reading
- Travelling
- Art and Craft
- Volunteering
- Listening to Music