



# Shubham Saxena

## CONTENT STRATEGIST

### CONTACT

**P** +91-8600176069  
**E** shubhamsaxena0802@gmail.com

### EDUCATION

**Dhirubhai Ambani Institute of  
Information and Communication  
Technology (DA-IICT)**

**2010-14**

*B.Tech. in Information and  
Communication Technology  
(ICT)*

### A LITTLE BIT ABOUT ME

I strongly believe the way we tell a story matters as much as the story itself. I have a knack for creating intriguing, impactful content. With my 8+ years of experience, what I bring to the table is the ability to ideate, strategize, and write content in your brand's tone of voice, relevant to the space it is in.

So far, I have explored various types of content, such as *UX Content, Social Media Content, Blogs, Articles, Scripts, Emails, Press Releases, and Amazon Storefront*.

To know more, check out my website: [theshubhamsaxena.com](http://theshubhamsaxena.com)

### EXPERIENCE

#### Mind Alcove

*Content Strategist | Jan, 2023 - March, 2023*

I created the first draft of their soon-to-be-launched app's content, was involved in finalizing the content for the onboarding journey, and wrote blogs, PR articles, newsletters, social media content, and push notifications.

#### Happyness Factory

*Content Strategist | March, 2022 - January, 2023*

- I wrote and edited website content, email content, and social media content, and worked on anything else related to long-form content as well as short-form content.
- I prepared content calendars for social media, came up with campaign ideas, shared creative briefs, and handled content marketing, from ideation to execution.

#### Tonic Worldwide

*Content Writer | September 2018 - March, 2022*

- Created or edited various types of SEO content, including off-page content, on-page content, case studies, press releases, PDs, brochure content, storefront content, scripts, E-mailer & SMS content, and website content.
- Targeted the right keywords for content creation and use primary, secondary, and interlinking keywords effectively.
- Brainstormed content creation ideas for a variety of clients and indulge in content ideation at all levels.



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## EXPERIENCE

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### **Indian Gifts Portal and Interflora India**

*Content Writer | Jan 2017 - Oct 2018*

- Created various types of SEO content, including off-page content, on-page content, press releases, PDs, and classifieds.
- Wrote captions for the majority of posts on Facebook and Instagram in the last few months.
- Targeted the right keywords for content creation and use primary, secondary, and interlinking keywords effectively.

### **Peerbits**

*Freelance Tech Blog Writer | September 2018 - March, 2022*

Used to write two SEO friendly tech blogs every day.

### **Don't Get Serious**

*Freelance Blog Writer | March 2016 - June 2016*

- Focused on the significance of SEO-friendly content while writing blogs.
- Understood the importance of using keywords efficiently and explored WordPress.
- Covered a broad range of categories, including entertainment, politics, travel, and music.

### **Writopedia**

*Academic Writer | Nov 2014 - Dec 2015*

- Wrote academic projects and got to explore Excel, PowerPoint, and Microsoft Word in detail.
- Covered a broad range of writing styles, including blogs, articles, copywriting, and academic projects.
- Worked as a marketing member, explored Buffer, learned the technicalities of online marketing, and used them to create marketing strategies.



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## SKILLS

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- Microsoft Word
- Communication & Networking
- WordPress
- Excel
- Digital Marketing
- SEO Content
- Powerpoint
- Excel
- Figma
- Social Media Content

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## INTERESTS

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- Movies
- Writing
- Comedy
- Gigs
- Music
- Memes
- Social Media
- Digital Marketing
- SEO
- People
- Traveling
- Life
- Cricket