
Kajal Ahuja

Writer

Faridabad, Haryana

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I am a professional writer with an academic background in English Literature. With varied experience in the content industry, I have a proven history of delivering high-quality content that promotes conversions. I have a keen eye for detail and great communication skills. I am a voracious reader with a strong command of the English language.

Experienced in writing **buzz-worthy** and **SEO-friendly** articles, and interview pieces, I am also well-versed in using Content Management Systems like **WordPress** and **Wix** and social media planning tools. I produce well-researched and engaging content that resonates with the target audience and encourages organic traffic.

I believe in coordinating with my team members and give great importance to communicating clearly and efficiently in the workplace.

EXPERIENCE

Wyzr Content Pvt. Ltd. - *Book Writer*

JUN 2022 - JULY 2023

- Was an active part of discussions with authors about the content for their respective books
- Researched various topics that were finally incorporated into the books
- Created structures for the books with the content provided by the authors
- Wrote detailed drafts
- Took on the added responsibility of designing the books with the help of tools like Adobe InDesign

Rupa Publications - *Copyeditor (Intern)*

JAN 2022 - APR 2022

- Edited and rewrote 7 self-help/nonfiction books
- Proofread and edited the books as per industry standards

The Brand Called You - *Content Writer*

FEB 2021 - JULY 2021

- Pitched content ideas and wrote guest articles for podcast interviews

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- Wrote user-friendly content for YouTube and other media with SEO-friendly headlines, meta titles, meta descriptions, and CTAs for digital platforms
 - Researched and wrote long-form content pieces for content marketing including guest blogs and articles on various subjects including Environment, Sustainability, Business, Finance, and Technology
 - Optimized old content for marketing purposes
 - Handled social media channels with the help of tools like Buffer to post and engage with audiences
 - Played an active part in designing the look and feel of the channel's content across all platforms

The Brand Called You - *Content Writer (Intern)*

NOV 2020 - FEB 2021

- Wrote SEO-friendly content for all digital channels with catchy headlines
- Wrote various forms of pieces for content marketing including blogs and articles

iarani.inc - *Content Writer (Summer Internship)*

JUN 2019 - JUL 2019

EDUCATION

University of Delhi - *B.A. Hons. English*

JUL 2017 - AUG 2020

INTEREST AREAS

1. I am an ardent reader of fiction, with tons of books in my collection and even more under my TBR (to be read) pile. Some of my favorite authors are Gabriel Garcia Marquez, Jhumpa Lahari, and Jane Austen.
2. I am very passionate about food and cooking nutritious food.
3. I have learnt various forms of Classical Hatha Yoga and have been a practitioner for over 4 years.
4. I am not very religious in the conventional sense but for me, knowing oneself is the biggest religion.
5. I am learning how to play the guitar.