

ASHA KUMARI

PROFESSIONAL SUMMARY

Talented professional good multitasking, organizational and verbal and written communication skills. Expertise includes writing content on topics diverse topics and for use in different media. Bringing 2 years of related experience.

KEY SKILLS

- Basic Computer Skills (including Excel)
- Content Management Systems (CMS): WordPress
- Tools Used: Semrush, Ahrefs, Google Search Console, Grammarly, Answer The Public.
- Blogging & Microblogging
- Creative Writing & Story Writing
- Article and Guest Post Writing
- Press Release Writing
- Proofreading & Editing
- Editing Skills
- Concept Development
- SEO (Search Engine Optimization)
- Content Strategy
- Concept Development
- Press Release Writing
- Communication Skills

WORK HISTORY

Prodemy India Pvt. Ltd. content writer (full time)

August 2023 - Current

- Creating SEO-friendly content for websites and blog posts to increase organic traffic.
- Developed content for variety of topics, ranging from technical to lifestyle, for multiple websites.
- Performed keyword research to optimize content for SEO.
- Utilized feedback from clients and colleagues to improve content quality.
- Repurposed and optimized existing content for use in different mediums.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Promoted and marketed works through social media platforms.
- Managed competing deadlines with efficiency.
- Edited and proofread drafts of articles and other documents.
- Collaborated with illustrators and graphic designers to enhance content.
- Writing Ad copies, banner content, Social media Posts content, and captions.
- Social media posts, captions, descriptions, etc.
- Reel scripts and ideas. Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.

Tech2Globe content writer (intern)**February 2023 - July 2023**

- Developed engaging and informative content for various clients, tailored to their specific needs and target audiences.
- Creating compelling press releases and guest posts that enhanced brand visibility and drove audience engagement.
- Created eye-catching and persuasive banner content that effectively communicated promotional messages and drove conversions.
- Wrote detailed and optimized product descriptions for Amazon and eBay, enhancing product visibility and boosting sales.
- Developed clear and concise return policies that ensured customer satisfaction and streamlined the return process.
- Produced in-depth and informative blogs focused on specific products, highlighting features, benefits, and usage tips.
- Created concise and impactful microblogs for social media platforms, driving audience engagement and brand awareness.

ICY TALES content writer (intern)**February 2022 - September 2022**

- Wrote detailed articles on travel and tourism in Europe.
- Published content on the Icy Europe website, enhancing its travel section.
- Created 2000 to 3000-word long articles covering diverse travel topics, showcasing destinations, tips, and experiences.

Abroad Education Consultant content writer (intern)**October 2021 - January 2022**

- Wrote short articles on UK universities and colleges, providing comprehensive information for prospective students.
- Answered over 100 questions to clear doubts and provide guidance for students.

EDUCATION

- S.K.V No.2, A Block Jahangir Puri
- 12th pass Commerce

- School of Open Learning (Delhi University)
- B.com program

LEARNINGS

- Currently learning HTML to support my writing skills.
- Exploring new Ai tools every day.

PERSONAL INFORMATION

Title: Content/Creative Writer

Name: Asha Kumari

Age: 22 years

Nationality: Indian

I come from a supportive Indian family that values education and personal development. My family has always encouraged me to follow my passions and work hard, which has greatly influenced my growth and ambitions.

AWARDS

- **Completion Certificate- English Language Learning (Freedom English Employability)**
 - **Internship Certificate-Three-month internship (Abroad Education Consultants)**
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HOBBIES

I love both reading and cooking. Reading lets me dive into different worlds and learn new things from various genres. Cooking is my creative escape, where I enjoy trying out new recipes and flavors. It's rewarding to make delicious meals and share them with friends and family. These hobbies keep me balanced, combining learning with creativity.