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## **Professional Summary**

Content professional with an impactful background in creating compelling narratives and engaging content and its strategies. Accomplished digital marketing, content management, and educational outreach skills. Proficient in delivering impressive storytelling and driving brand growth through strategic content initiatives.

## **Professional Experience**

### **Content Execution and Management**

Sri Aurobindo Society, Hauz Khas, Delhi  
December 2023 – Present

Developed and managed content strategies to support educational initiatives.  
Created diverse content including blogs, newsletters, and educational materials.  
Collaborated with stakeholders to produce impactful content for webinars and articles.  
Led an awareness campaign - Inclusive Insights, creating awareness on 'Learning Diificulty', reaching a broad audience via social media.  
Enhanced donor engagement through compelling storytelling and progress updates.

### **Content Writer and SPoC**

Digitally Next, Green Park, Delhi  
December 2022 – November 2023

Managed digital marketing campaigns for international and domestic brands.  
Created and executed comprehensive content strategies across various platforms.  
Conducted market research and competitive analysis to optimize marketing strategies.

Successfully launched global and domestic digital campaigns, boosting brand exposure and sales.  
Led website redesign projects, improving user experience and engagement metrics.

### **Internship**

Content Writer Intern  
Skadoodle, Online  
February 2022 – May 2022

Created SEO-optimized content for blogs and social media platforms.  
Assisted in developing content strategies to enhance brand awareness.  
Collaborated with design teams to create visually appealing content.  
Contributed to successful blog series and social media campaigns, expanding online presence.

### **Leadership**

Vice-President, Amour- The Commerce Society, 2023  
Editorial Head, Amour- The Commerce Society, 2022  
(Developed leadership and management skills through coursework and extracurricular activities)

### **Education**

#### **Bachelor of Commerce**

University of Delhi, Delhi, India  
October 2020 – April 2023

GPA: 7.8  
Relevant Coursework: Accounting and Finance

#### **Higher Secondary School**

Asansol Collegiate School, Asansol, West Bengal, India  
March 2018 – March 2020  
Percentage: 94%

#### **Secondary School**

Notre Dame Academy (Convent), Jamalpur, India

March 2005 – March 2018

Percentage: 80%

### **Skills**

**Content Creation:** Proficient in creating engaging, SEO-optimized content for blogs, social media, and websites.

**Digital Marketing:** Experienced in developing and executing digital marketing strategies, including social media campaigns, email marketing, and website content management.

**Research and Analysis:** Skilled in conducting market research and competitive analysis to inform content strategies.

**Communication:** Strong written and verbal communication skills, with the ability to convey complex information clearly and effectively.

**Editing and Proofreading:** Expertise in editing and proofreading content to ensure clarity, consistency, and adherence to brand guidelines.

**Project Management:** Capable of managing multiple projects simultaneously, ensuring timely delivery and high-quality outcomes.