

# Abhishek Kumar

Content Writer

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**Phone :** 9892080398

**Date of Birth:** 1994-09-25

Mumbai, Maharashtra

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## EDUCATION

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*Master of Arts, Film Studies*

Department of Communication & Journalism, Mumbai University, Mumbai  
07/2017 - 06/2019

*Bachelors of Mass Communication*

School Of Broadcasting and Communication , Makhanlal Chaturvedi University, Mumbai  
05/2014 - 06/2017

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## WORK EXPERIENCE

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**LeewayHertz - Technical Content Writer**

12/2021 - 01/2022

- Created web content that helped boost rankings of the site in Google.
- Wrote articles, blogs, and webpages that were sent to clients to be approved on a weekly basis.
- Wrote long form content Insights and Medium Posts on a weekly basis on blockchain technology and Decentralized market.
- Uploading weekly content on the website adding 3d Models info graphics in the content.

**Velar Health - Sr. Content Writer**

04/2021 - 10/2021

- Formatted IVF articles, blogs, and webpages using Html, photos, and info graphics.
- Published articles, blogs, and main site content using Word Press and other site platforms.
- Research and write lists and articles for various websites, such as Answers.com, Roasted, etc.
- Provide images as well as factual information for a light yet informative pieces.

- Worked with a team of writers and content marketing strategists to create copy that promoted clients' SEO, sales, and thought-leadership goals.
- Edited and proofread content to ensure proper grammar, quality, and consistency with AP Style.
- Primary editorial contact for numerous clients.
- Coordinated with subject matter experts for interviews and topic generation.

**Pepper Content**

04/2019 - 10/2019

- Learned a lot of random information as well as how to create easy to read content that is search engine and people-friendly.
- Wrote optimized articles for link building purposes.
- Created web content that helped boost rankings Edited for grammar and content.
- Wrote articles, blogs, and webpages that were sent to clients to be approved on a daily basis.
- Plan blog schedule each quarter and delegate content to writing team and outsourced resources.
- Craft and proof all social media posts on behalf of clients and blog content

**SUVICH – Content Head**

12/2017 - 02/2019

- Manage creative team intern within realms of coordination, communication, direction, copyedits and feedback.
- Copyedit content from other writers and departments and providing copyedits with feedback.

**Qudratryx - Content Writer**

02/2017- 09/2017

- Write creative and compelling copy for blogs, info graphics and website for eight brands across U.S., UK, AU and CA.
- Collaborate and communicate with writers, designers and developers on creative direction and vision.
- Strategize content quarterly based on Google Analytics data, geographical targeting and keyword planning.
- Develop copy while maintaining brand voice and adhering to legal requirements.

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**LANGUAGES**

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English, Hindi, Marathi, Bengali

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**SKILLS**

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**Research presentation**

**Manage research**

**MS Office**

**Qualitative Research**

**Critical Thinker**

**Communication Skills**

**Analyze data**

**Quantitative Research**

**Analytical Thinker**