

Abhishek Kumar

Content Writer

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Date of Birth: 1994-09-25

Mumbai, Maharashtra

EDUCATION

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

WORK EXPERIENCE

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.

LANGUAGES

English, Hindi, Marathi, Bengali

SKILLS

Research presentation

Manage research

MS Office

Qualitative Research

Critical Thinker

Communication Skills

Analyze data

Quantitative Research

Analytical Thinker