

ARENDRA

CONTACT

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Delhi, 110084

SKILLS

- Content Creation
- Content Strategizing
- Keyword Research
- Wordpress
- Graphic Designing
- On Page SEO
- Data Cleaning
- Data Analysis
- Google Analytics

TOOLS

- Semrush
- Wordpress CMS
- Canva
- Ahrefs
- Chat GPT

EDUCATION

DEGREE/BACHELOR 2014-2018

B.Tech (E&CE)

National Institute Of Technology Srinagar

MASTERS 2022-2024

MBA in Human Resources

Swami Vivekanand Subharti University

UNDER GRADUATE

UP Board

2013 (12th)

2011 (10th)

OTHER EXPERIENCE

Over the past 5 years, I've successfully delivered 50+ projects as a freelancer, including a notable collaboration with Byju's in July 2022. I've written diverse content across tech, health, and beauty, focusing on SEO optimization, content marketing, and digital marketing.

I also have experience in data cleaning, which involves identifying and correcting errors or inconsistencies in datasets to improve the accuracy and reliability of analysis. I've worked with cross-functional teams to optimize content for user experience, security, and performance while staying ahead of market trends and best practices.

PROFILE

I am Arendra, a seasoned content writer with 5 years of experience in creating high-quality articles, blogs, web content, and social media posts. I specialize in content writing, digital marketing, SEO, content marketing, and data cleaning. My expertise also includes CMS, Google Analytics, and email campaigns. I am dedicated to delivering content that aligns with industry trends and best practices, offering versatile writing skills adaptable to any style, format, or niche.

EXPERIENCE

Bankersway.com Mar 2019 - Apr 2020
Senior Content Writer

Created news articles for career-focused readers, utilizing keyword research to improve organic rankings and user engagement. Used the WordPress content management system (CMS) to ensure mobile responsiveness. Applied best practices for content marketing to rank on Google.

Safalta Career Institute Oct 2020 - Dec 2021
Senior Content Writer

Created notes and exam papers for students to support their learning. Used SEMrush for keyword research and developed content for marketing campaigns and websites. Collaborated with marketing teams to enhance content performance and improve ROI.

Hippy Crow Infosoft Pvt Mar 2022 - May 2023
Senior Content Writer

Produced and published high-quality news articles on various topics, ensuring content met audience needs. Collaborated with web design and development teams to enhance user experience and engagement. Also worked on content optimization, mobile responsiveness, and technical solutions.

Indian Holiday Pvt. Ltd Jun 2023 - Now
Content Writer (Team Executive)

Created engaging travel blogs and web content, focusing on SEO optimization and content marketing. Conducted keyword research using SEMrush and analyzed content performance through Google Analytics to refine strategies. Integrated graphic design and cross-functional collaboration to enhance content effectiveness and digital marketing efforts.