ANKUR GUPTA

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## CREATIVE WRITING / SCRIPTING / CONTENT WRITING-

An enthusiastic & high energy driven professional targeting middle level assignments in Content Design and Editing with a reputed organization, preferably in Delhi

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| **KEY SKILLS*****- Content Writing*** ***- Creative Writing*** ***- Editing & Proofreading*** ***- Blog Writing*** ***- Social Media*** ***- Web Writing*** **ACADEMIC DETAILS**  B.B.A. in Mass Communication from St. Xavier’s College, Delhi in 2014 with a first-class degree  12th from Christ Church College, Delhi (CBSE Board) in 2012 with 95.75% (98% in English)  10th from Christ Church College, Delhi (CBSE Board) in 2010 with 92% **EXTRACURRICULAR ACTIVITIES**  Core Committee Member of English Academy of St. Xavier’s College and In-charge of Public Relations and Advertising during 2013-2015  Member of the Editorial Board of, Departmental Magazine; compiled & edited various articles and wrote opinion editorial pieces on relevant social & political issues **PERSONAL DETAILS** **Date of Birth:** 12th September1994 **Languages Known:** English & Hindi **Mailing Address:** 12/3, DDA Apartments, Rohini, Delhi - 000000 | **PROFILE SUMMARY** Nearly 4 years of experience in developing content for company websites, blogs, white papers, business collaterals, case studies, requirement-understanding documents and advertising copy. Experience in writing, rephrasing, proofreading, curating, editing and managing content both for B2C and B2B clients. Expertise in quickly sizing up assignments, setting priorities, creating a timeline and delivering high quality content for multiple platforms within defined time frames. Leveraged knowledge of best SEO practices in creating content as per SEO requirements for better search engine performance. Excellent written and verbal communication skills; passion for keeping up-to-date with developments in the digital and social media landscape. **WORK EXPERIENCE** **Jun’15-till date with Prima Group, Delhi as Content Writer**  Creating, editing and proofreading text content for company websites and blogs with a team of 5 content writers  Working closely with the SEO team to produce website content for the Education, Health and IT sectors inclusive of meta tags, title tags and header tags  Coordinating with the Corporate Communication and Marketing team to set long-term strategies for effective content creation  Ensuring continuous updation of collateral in line with the brand essence, market demand and client requirements  Creating content using various multimedia formats that can be read, listened to, or viewed onscreen **Accomplishments:**  Created content for the whole website featuring products & services that maximised business for the company  Developed a repository that reduced lag in the content creation process and speeded up production of content and collateral **May’12-Jun’14 with Mega Learning Pvt. Ltd., Delhi as Copy Writer**  Developing and updating instructional content to meet learning requirements of students  Creating assessment items for learners to test their performance  Conducting periodic check of website content and updating the same as per company requirements  Creating and reviewing content for the company periodical  Writing content for magazines, trade journals, newsletters, and blogs  |

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