



EDUCATION

Central University of Rajasthan

M.SC - Environmental Science (2023 - 2025)
85.2%

Maitreyi College, University of Delhi

B.SC - Life Science (2020 - 2023)
82.79%

Kendriya vidyalaya, NFC, Delhi

Class 12 (2019 - 2020)
77.80%

Kendriya vidyalaya, NFC, Delhi

Class 10 (2016 - 2017)
81.90%

SKILLS

- Advanced creative writing and storytelling
- Expert-level SEO content strategy and keyword optimization
- Proficient in content planning and editorial calendar management
- Strong copywriting skills for ads, landing pages, and email marketing
- Experience with A/B testing and performance-driven content creation
- Skilled in brand voice development and tone consistency
- Proficient in academic writing, research synthesis, and citation formatting (APA, MLA, etc.)
- Strong literature review and research report writing skills
- Excellent command of grammar, punctuation, and language mechanics
- Competent in market research and audience analysis
- Proficient in PowerPoint, Excel, Word, and Google Workspace
- Strong interpersonal and team collaboration skills
- Advanced English (written) proficiency
- Intermediate English (spoken) proficiency
- Advanced Hindi proficiency (spoken and written)
- Excellent communication and presentation skills
- Ability to work under tight deadlines and manage multiple projects.

PROFESSIONAL EXPERIENCE

Content Writer and Editor

Techmagnate | Jul'25 - Oct'25

- Created SEO-optimized blogs, articles, and web content that improved search rankings and strengthened client brand communication.
- Handled critical projects directly with clients and managed them as project owner.

Executive Content Writer

Nutcracker communications | April'24 - July'25

- Developed impactful website content and brand narratives while leading cold calling, influencer outreach, and key collaborations. Played a vital role in generating quality leads and significantly boosting organic reach across platforms.

Finance Content Writer

The Investor Co. | Nov'23 - Jan'24

- Developed engaging crypto, stock market, and finance content for social media and marketing campaigns.

Executive Content writer

YCE Digital Pvt. Ltd. | Jun'23 - Aug'23

- Crafted bilingual copy and led e-commerce content strategy, collaborating with designers to boost brand recognition and drive growth.

SEO Content Writer - Internship

Everyday Newday | Jul'23 - Aug'23

- Specialized in creating SEO-optimized content focused on trending news and articles for social media platforms

Senior Content Writer - Internship

Sygnific Careers | Jun'23 - Aug'23

- Created detailed website content, including college profiles and academic materials, to enhance online visibility and representation.

Junior Content Writer

Tutree, Inc. | Sep'21 - Feb'22

- SEO content writer for global clients, driving website/app updates and fresh content ideas; key contributor to startup project 'SYNKEDUP'.

CERTIFICATIONS

- **AI Tools Workshop** - B10x Digital
- **Equinox 2022** - Centre For Research, Maitreyi College, University of Delhi
- **Student Apprenticeship Program** - Centre For Research, Maitreyi College, DU
- **Skill Development on Excel, MS-word and MS PowerPoint** - Excel Associates Inc
- **Paper Presentation** - Scintillations- Physics Society of Maitreyi College
- **ICT Digital Learning and Data Management** Zoology Dept., Maitreyi College
- **Winter Workshop on academic writing** - Zoology Dept., DRC, DU

ACHIEVEMENT

- Published two research paper in the international journal 'IJAEM' and IJSR on two different topics related to science and education
- Authored and had five review papers published as part of a research project covering various topics
- Selected and dedicated an academic year to the Student Apprenticeship Program at Maitreyi College, working under the Centre for Research

INTEREST

- Reading books
- Listening music
- Composition of poems, Songs, and blogs in magazines
- Traveling
- Cooking

POSITION OF RESPONSIBILITY

Editorial Head – Research Journal, Student Apprenticeship Program

- Held a key position of responsibility in the Student Apprenticeship Program, where I independently managed the institution's annual research journal. Oversaw the entire editorial process including content planning, review coordination, editing, and layout ensuring timely publication and maintaining academic quality and standards throughout the year.

School Publication Captain (11th and 12th Grade)

- Held the prestigious role of School Publication Captain for two consecutive years, demonstrating strong leadership and editorial skills while overseeing the publication's content and production.

University Presentation Team Head

- Led a dedicated team of five members in delivering compelling presentations on diverse subjects, consistently receiving words of appreciation for our collective efforts and effectiveness.

Creative Writing Head at 'VAACHIK'

- Actively contributed as a member and assumed the position of Creative Writing Head in 'VAACHIK,' the Hindi debating society at Maitreyi College, where I fostered creativity and writing excellence.

Treasurer, Life Science Society, Maitreyi College

- Served as the Treasurer of the Life Science Society at Maitreyi College, demonstrating financial acumen and responsibility by effectively managing the organization's finances and resources.

LANGUAGES

- Hindi
- English
- Bengali
- Sanskrit