**Gurdeesh Kaur Sethi**

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**WORK EXPERIENCE**

I have a Work experience of 8 years as **Content Writer / Marketing executive** and **PR executive** in multinationals and publishing houses.Freelanced as **Digital/Social media writer** and editor at a fashion college. I have also written blogs, articles, onpage-offpage content, managed social media campaigns, emailers, newsletters, Press releases, etc.

**OBJECTIVE**

On the lookout for a managerial position in content / marketing team in an esteemed organization.

**SKILLS**

Writing blogs, articles, emailers, newsletters, onpage-offpage content and writeups for Content teams.

Handling a team of co-writers & junior writers.

Fluency in English speaking and writing.

**WORK HISTORY**

* **Freelancing as a Content writer. May 2017-Present**

**(**Handled Social media campaigns, Digital marketing and writing Articles for websites/ Written Blogs as well)

* **Worked for Sovereign India pvt ltd. As Marketing executive / Content writer.April 2016-April 2017**

Company Profile: Sovereign India is a health care company which provides medical solutions to people. Job Profile: I wrote blogs and maintained the website.

* **Worked for IndiaLends as Content writer.December 2015-April 2016**

Company Profile: IndiaLends is India’s leading startup. It is a fintech company which provides financial solutions to people from all walks of life. Job Profile: I was responsible for writing blogs, maintaining the website and handling marketing and promotional work.

* **Worked with Intermedica Inc as Content Writer . Jan 2012- August 2015.**

Company Profile: Intermedica is a company that deals in medical equipments which imports medical equipments from foreign countries and supplies it to Doctors in India. Job Profile: I was responsible for writing and editing medical catalogues and used to interact with Doctors and brief them about the company products. I was supposed to inform our clients about the products of our company.

* **Worked with Thomson Digital (part of Times of India group) as a Copy Editor and Content Writer . Feb 2011-Dec 2011**

Company Profile: Thomson Digital is a publishing house of the India Today group which deals in Medical books and journals from all around the world. Job Profile: I was responsible for writing and editing medical articles for journals, proofreading and correcting errors as well. The work involved a lot of writing and re writing articles written by Doctors and health experts.

* **Worked with TCIL Tata Communications Ltd. as Content writer. Feb 2010-Jan2011**

Company Profile: Tata Communications India Ltd. is a Telecom company based in India. Job Profile: I was responsible for handling all office communication and writing mails to our clients who were from the telecom industry. I also had to regularly follow up with the clients and get good deals in terms of cost and quality.

**EDUCATION**

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| **Examination** | **College** | **University** | **Year** |
| MBA in Marketing | IIPM,Lucknow | IIPM | 2008-2010 |
| BCA (Bachelor of Computer Applications) | JIMS,Rohini  | Indra Prastha (IP) University | 2002-2005 |
| Diploma and Certificate, Spanish language(2 years) | Ramjas College, Faculty of music and arts | DelhiUniversity | 2007 |
| High School | St.Xaviers School | C.B.S.E , Delhi | 2002 |

**PERSONAL**

 **Hobbies:** Reading books, magazines, blogs. I am a voracious reader and read across all genres. Mostly interested in reading Fiction/ Nonfiction / Novels / Short stories / Best sellers / Books on Motivation / Business / Management /Self help / Spirituality.

Some of my favourite authors are: Shashi Tharoor, Shobha De, Robin Sharma, John Grisham, Ruskin Bond, Sydney Sheldon, Jeffrey Archer, Erich Segal, Arthur Hailey, Sandra Brown, Oscar Wilde.