

HIMANSHI SHARMA

CONTENT WRITER



shimanshi981@gmail.com



9311428497



Chirag Delhi, New Delhi

SUMMARY

Dynamic and result-driven Content Writer with over a year of experience crafting engaging and informative content.

A versatile wordsmith adept at creating compelling narratives and driving audience engagement through SEO optimization. Proficient in a wide range of industries and platforms, with a keen eye for detail and an unwavering commitment to excellence. Ready to leverage my expertise to elevate your brand and captivate your audience.

EXPERIENCE

26.07.23 – Present

ASIA-PACIFIC INSTITUTE OF MANAGEMENT

Content Writer

- Blogs
- Emails
- SEO-friendly content
- Newsletter, Google Ads, Facebook Ads
- Social Media content (Static, Story, Reel)
- Competitor Analysis & Report writing

08.05.23 – 30.06.23

WISEBULL FINANCIAL SERVICES

Content Writing Intern

- Trend Jacking
- Blogs
- Social Media content
- Research-based report writing
- Keyword Research

12.12.22 – 10.03.23

WOBOT AI

Content Writing Intern

- Social Listening
- Technical Guides
- Blogs
- Data-driven Analysis
- Long format & Short format content
- Video/Reel/ Carousel content

01.06.23 – 08.08.23

R.S. TRADERS MELANGE

Content Writer

- SEO-friendly content
- Blogging with WordPress Drafting & Publishing
- On-Page & Off-Page SEO Analysis
- Guides & Social Media Posts
- Product Descriptions & A+ content for Amazon

21.12.21 – 26.03.22

R.S. TRADERS MELANGE

Content Writing Intern

- Social Media Posting
 - LinkedIn content
 - SEO-Friendly Blogs
 - Banners
 - Understanding B2B & B2C Marketing
-

SKILLS

- Content writing
 - Creative writing
 - In-depth Research
 - Blogging
 - Article writing
 - MS-Office
 - Google Suite
 - WordPress
 - Canva
 - Ahrefs
 - Semrush
 - Google Analytics
 - SEO
 - Adaptability
 - Time Management
 - Creativity
 - Drafting Authentic content
 - Consistency
-

EDUCATION

2019 – 2021

IGNOU

Diploma in Creative Writing in English (DCE)

2021 – 2023

KAMALA NEHRU COLLEGE (KNC), DELHI UNIVERSITY (DU)

Post-Graduation in Philosophy (M.A.)

CERTIFICATIONS

GOOGLE DIGITAL GARAGE – SKILLSHOP

Fundamentals of Digital Marketing

WORK SAMPLES LINK

https://drive.google.com/drive/folders/1YRWfOrdVn46RORLRnWsSvzrUVNmtXHNj?usp=drive_link