

# NIKITA KESHWANI

## SENIOR CONTENT WRITER

### CONTACT

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### SKILLS

- ✍ Refined writing skills
- ✍ Creative thinking
- ✍ Content strategy
- ✍ SEO
- ✍ Research & analysis
- ✍ Brand guidelines adherence
- ✍ Problem-solving
- ✍ Brainstorming & ideation
- ✍ Editing & proofreading
- ✍ Effective communication
- ✍ Strong interpersonal skills
- ✍ Collaboration & feedback
- ✍ Time management
- ✍ Positive attitude

### SUMMARY

I am a results-oriented and highly skilled digital marketing professional with 7 years of experience. With experience in both B2C and B2B industry, I have a proven track record of developing high-performing content for diverse marketing initiatives. Throughout my career, I have excelled in collaborating with cross-functional teams to achieve business objectives while ensuring alignment with brand personality. Known for my keen eye for detail, reliability, and dedication.

### EXPERIENCE

✍ September 2022 to Present - Senior Content Writer at DesignCafe

- Wrote 50+ [SEO-rich blogs](#) maintaining brand consistency & tone for DesignCafe & Qarpentri
- Utilised performance metrics analysis and implemented targeted content strategies to optimise outcomes.
- Built and managed production cycle including content creation for GMB & Google Web Stories singlehandedly.
- Conceptualized and curated short-form content for lead conversion activities: WebPush, emails, image strips, infographics and [3D design catalogue](#).
- Ideated & created content for Qarpentri store brochure.
- Contributed to omnichannel marketing campaigns for [DesignCafe](#) & [Qarpentri](#).
- Collaborated with in-house creative teams for visual content for all consumer-facing collaterals.
- Led the launch of an internal campaign for DC Signature finish in collaboration with R&D team.
- Contributed to brainstorming sessions with the branding team for various brand marketing campaigns and initiatives.

✍ August 2021 to September 2022 - Copywriter & Social Media Manager at EagleOwl

- Wrote long form content for [EagleOwl Blog](#).
- Developed SEO-rich content for website landing pages.
- Created concepts & strategy for Instagram & [LinkedIn](#).
- Produced compelling & relatable copy for all marketing initiatives.
- Collaborated with graphic designers to produce digital marketing content.

## KEY ACHIEVEMENTS

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✍️ '[Contemporary Interior Design Ideas](#)' blog ranked among the top 10 for organic traffic performance.

✍️ '[Living Room Trends 2023](#)' blog featured on Google Discover.

✍️ Boosted Google Web story sessions by 4x in 6 months.

✍️ Generated 247 qualified leads through GMB in 9 months.

✍️ Recipient of the '[Trust And Honesty](#)' Award as part of DesignCafe's Rewards & Recognition program CREATE.

✍️ Increased traffic on [www.eagleowl.com](http://www.eagleowl.com) by 5x and [Instagram](#) engagement by 7x.

✍️ October 2020 to July 2021 - Copywriter & Social Media Manager at Intelleadgen

- Wrote 500+ SEO-rich blogs.
- Curated creative web content for international websites.
- Created SEO-rich GoogleMyBusiness Descriptions for multiple businesses.
- Demonstrated expertise in proofreading and editing to enhance impact.
- Mentored junior copywriters with constructive feedback & guidance.
- Conceptualized & produced compelling & relatable social media copy for brands.
- Managed social media accounts for influencers & digital creators.
- Developed concepts & strategies for influencers & digital creators.

✍️ April 2020 to October 2020 - Freelance Copywriter at DWS, Gurgaon

- Wrote precise & SEO-rich copy for SaaS products.
- Wrote web content for international clients ranging from home inspectors to chemical factories & digital marketing agencies.

✍️ April 2017 to January 2020 - Fashion Designer/Head of Production at AARAH, Pune

- Assisted the Creative Head in creating innovative styles - from prêt to Bridal wear.
- Guided clients in customization/styling of outfits as per event.
- Handled trials & delivery of made-to-order garments.
- Coordinated & liaised with production team in creating quality products.
- Planned product range by external designer & handling supply/production.
- Conceptualized & handled influencer collaborations
- Managed social media presence.

## EDUCATION

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✍️ International Certification in Fashion Design from INIFD, Pune

✍️ BCA Graduate from Amravati University, Maharashtra

## WORKSHOPS

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✍️ ChatGPT 101 by Vaibhav Sisinty

✍️ Creative Copywriting by Devargh Mukherjee