

AANCHAL VERMA

Content Strategist and Copywriter

📞 9810427220 @ aanchalverma223@gmail.com 🌐 <https://shorturl.at/hLQ23>
🌐 <https://rb.gy/i2I4I> 📍 New Delhi, India

SUMMARY

Experienced Content Strategist and Copywriter with 1+ years in developing and executing content strategies, creating persuasive copy and conducting thorough audience research to enhance brand visibility, leads, and engagement.

EXPERIENCE

Freelance Content Strategist & Copywriter 02/2023 - Present

[growthwithaanchal](#)

Freelancing

- Developed and executed content strategies to drive brand awareness and engagement for my and my client's page.
- Created compelling and persuasive copy for various marketing materials, including websites, advertisements, and social media posts.
- Conducted thorough research to understand target audience and industry trends, ensuring content is relevant and engaging.
- Collaborated with cross-functional teams, including designers and marketers, to align messaging and maintain brand consistency.
- Analyzed and measured the performance of content campaigns, making data-driven recommendations for improvement.

Virtual Assistant

10/2022 - 01/2023

[Life coach](#)

Remote, freelancing

- Managed administrative tasks such as scheduling appointments, coordinating travel arrangements, and handling email correspondence.
- Provided support in organizing and maintaining digital files, databases, and records.
- Performed research and compiled reports on various topics for decision-making purposes.
- Assisted in creating and editing documents, presentations, and spreadsheets.
- Handled customer inquiries and resolved issues in a timely and professional manner.

Content Writer

06/2022 - 09/2022

[Henry Harvin](#)

Noida

- Researched and generated engaging blog topics to attract target audience
- Created and published high-quality, SEO-optimized blog content to increase website traffic
- Collaborated with marketing team to develop content strategies and ensure consistency in brand voice.
- Edited and proofread blog posts for grammar, style, and accuracy
- Monitored and analyzed blog performance metrics to identify areas for improvement and optimize content strategy

EDUCATION

Master's degree | English honors

06/2021 - 06/2023

[Indira Gandhi National Open University \(IGNOU\)](#)

Bachelor's degree | English honors

2018 - 2021

[IP university, VIPS](#)



ACCOMPLISHMENTS

📈 Conversions

Boosted revenue by driving leads for my and my client's page .

👥 Innovative

I have become more innovative since I entered into this field, especially as a content strategist. Instead of doing things the usual way, I came up with a different and creative and custom plan.

STRENGTHS

🧠 Active Learning

I love reading and learning new things to improve myself and be tuned with dynamically changing world and trends.

📊 Decision-Making and Time Management

I like to analyse data, find a simple direction and goal, make a plan of actions in order to fit in a deadline, and execute it.

SKILLS

SEO Optimization Proficient ●●●●●

Audience Research Advanced ●●●●●

Content Management Native ●●●●●

Content Planning Native ●●●●●

Storytelling Proficient ●●●●●

Marketing Copy Proficient ●●●●●

Content Curation Proficient ●●●●●

Problem-Solving Advanced ●●●●●

ADDITIONAL EXPERIENCE

English and Economics Teacher 2020 - 2023

Self Employed Location

Company Description

- Developed and implemented engaging lesson plans to teach English and Economics concepts.
- Utilized a variety of teaching strategies and resources to enhance student understanding and engagement.
- Evaluated student performance through assessments and provided constructive feedback to facilitate growth.
- Supported students in developing critical thinking, problem-solving, and communication and writing skills.

Digital internship in HR 06/2020 - 08/2020


Indian0 • Internship Location

Company Description

- Conducted telephonic interviews
Created and implemented a new employee onboarding process
- Assisted with the recruitment process.
- Critiqued and edited employee performance reviews
- Collaborated with team members to develop creative concepts
- Played a key role in developing the company's social media strategy and created Social media post design
- Recorded Youtube Video on Digital portfolio
- Created content that generated engagement and drove conversions and wrote compelling copies with an effective AIDA model.

FIND ME ONLINE

 Instagram
growthwithaanchal

 LinkedIn
Aanchal Verma

CERTIFICATION

Certified Digital Content
Writer

Henry Harvin |2022

HubSpot Content Marketing
Certifications

2021 Renewed - progressing

Assistant Director Sd Model
United Nation [MUN]

SDPS| 2019

Spoken English Intermediary[
Module1]

British Council|2019

"Writing Tools & Hacks:
Copywriting/Blogging/Conte
nt Writing".

UDEMY,2022