



# VARUNI GUPTA

## CONTENT WRITER

### CONTACT DETAILS

 Office Address: 238-A, JLLoyds Ventures, Udyog Vihar Phase 4, Gurugram-122015

 msvarunigupta@gmail.com

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 @varunigupta

### CORE SKILLS

- Content Creation
- Editing and Proofreading
- Research & fact-checking
- News Writing
- Creating proper tonality and level
- SEO Writing
- Copywriting
- Infographics

### ACHIEVEMENTS

 Editor-in-Chief, Literary Magazine, Enginium(2017-18)

 Passed with merit, Certified International course in English (preliminary) from Cambridge University (2015)

### PERSONAL PROFILE

A Computer Science Engineer by qualification and your go-to person for everything related to content. Possessing 1.5 years of professional experience in news writing, proofreading, editing, blog writing, and writing SEO rich articles, I am fluent in English with excellent written and oral communication skills. I'm self-driven, motivated, and an absolute admirer of alliterations. I'm looking to working in an environment that promotes out-of-the-box thinking and innovation - so that both of us can grow.

### WORK EXPERIENCE

#### Senior Content Writer

JLLoyds Vnetures | Feb 2020-Present

- Newsletter Designing of content and layout for Global Telecom Ecosystem
- Newsletter Proofreading and editing related to cyber security
- Extensive Market Research Analysis of Telecom Operators' growth, market shares, subscribers(B2B and B2C Research)
- COVID-19 related Market Research on Global Telecom Industry
- Projects related to Branding in Telecom Industry, discovering new operators on the globe, and careful analysis of 800 telecom strategies
- News Writing on Wordpress

#### Content Writer

JLLoyds Ventures | Feb 2019- Feb 2020

- Worked closely with the web designer to create high-level Infographics and designs for research reports.
- Interactive PowerPoint presentations with quality content, graphs and charts for telecom analysis

 Research paper published in National Conference on Emerging Trends in Engineering at CET, Bikaner on the topic, 'Organizational Network and Information Security Management'(2017)

## CERTIFICATIONS

 Fundamentals of Digital Marketing by Google(Ongoing)

 Certified course in Foreign Language, German, 2016

 BEC Certified International course in English (preliminary) from Cambridge University(2015)

## EDUCATION

 BACHELOR OF TECHNOLOGY-  
COMPUTER SCIENCE AND  
ENGINEERING  
Mody University of Science and  
Technology, Rajasthan  
CGPA-6.78

 INTERMEDIATE  
St. Maria Goretti Inter  
College(ICSE), Bareilly, U.P.  
Score-60%

 HIGH SCHOOL  
St. Maria Goretti Inter  
College(ICSE), Bareilly, U.P.  
Score-87%

- Translated requirements into polished, high-level content
- Country wise telecom research on latest trends, pricing models, HVC, mobile money, digital transformation etc
- White Paper writing on latest industry topics like RPA, and IoT
- Guided and trained interns and helped them understand the importance of market research, tonality, and structure in any content piece.
- News Writing on Wordpress

## FREELANCE WRITER

- Have been freelancing for the last 1 year.
- Successfully handled content projects of varying demands - SEO rich blogs, website content, and social media posts.
- The clients I've freelanced for belong to the following domains: Travel and Interior Design.

## TECHNOLOGY SUMMARY

- Microsoft Office(Word, Excel, PowerPoint)
- Adobe PDF
- Blogger.com
- Wordpress.com
- Graphic design platforms(Canva, Venngage)