



Siddharth Shukla

Content Writer

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7045392727 📞

Mumbai 📍

Innovative Content Writer with Engineering background bringing 3 years' experience in proven effective marketing and advertising strategies alongside creating effective and engaging content. Possess strong creativity to deliver unique copies, meticulous budgetary adherence and in-depth knowledge of competitive campaigns and offerings. Skilled professional with core strengths in research and editing, and goal alignment across teams and external agencies.

WORK EXPERIENCE

Freelance Writer

02/2017 - Present

Achievements/Tasks

- Work with clients in various industries and create content in various niches like Marketing, Entertainment, Product reviews and descriptions, Finance and Lifestyle. Work on different styles and formats of writing like newsletters, social media content, script writing among others.

Content Writer- Marketing News YouGov India

12/2019 - Present

Achievements/Tasks

- Summarize articles into 150 words to make the most important crux easily visible and understandable to the readers. The articles are related to the marketing and the PR industries. Help the lead to identify the pieces that are most likely to be relevant to the target audiences. Write and edit high-quality content and visually impactful pieces under deadline pressure with exciting, captivating and authentic approach. Conduct thorough research into assigned topics. Utilize exceptional editing and proofreading skills to produce engaging and error-free content.

Content Manager ArtZolo.com

06/2019 - 11/2019

Achievements/Tasks

- Collaborated with marketing and design teams to develop and plan site content, layout and style. Conducted regular content audits to identify gaps and redundancies of content. Managed content distribution to online channels and social media platforms. Maintained content marketing calendar to schedule all aspects of creation and delivery. Maintained content marketing calendar to schedule all aspects of creation and delivery. Revamped email marketing strategies to increase open and click through rates.

EDUCATION

B-tech (Manufacturing Technology) JSS Academy of Technical Education

08/2011 - 05/2016

Noida

SKILLS

Research

Editing

Proofreading

Brand Messaging

SEO Content

Social Media Content

Basics of SEO

Interpersonal Skills

Adaptability

MS Office

Keyword Research

Long and Short copies

Creative Storytelling

INTERNSHIPS

Trainee Sub-Editor

The Indian Express (inUth.com)

12/2016 - 01/2017

Marketing Intern

The Economic Times

10/2016 - 11/2016

Content Creation Intern

GoPaisa Netventures Pvt Ltd

08/2016 - 09/2016

CERTIFICATES

Content Marketing by HubSpot Academy

SEO : Ecommerce on LinkedIn Learning

THEATRE EXPERIENCE

Performer (09/207)

Rangshila Theatre Group and Pancham Theatre Group, Mumbai

- I have been active in theatre since past 3 years now. I am associated with Rangshila Theatre Group and Pancham Theatre Group, Mumbai. I have been a part of various commercial plays especially musicals as I am also trained in Hindustani Classical Music. Besides Theatre, I have had a few onscreen appearances, What The Love (Netflix) being the latest one.

SUPPORTED CAUSES

LGBT Rights

Parenting

INTERESTS

Singing

Painting

Shopping

Interest