***Meetu Arora***

*Karan Apartments, 37/5, Ist floor, Amberhai, Sector-19,*

*Dwarka,New Delhi-110075.*

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**Career Objective**

To carve a niche by harnessing my flair for writing professionally in varied domains

**Profile**

MBA with 6**+** years of experience in ***Creative Content Writing, Content Editing& Social Media Optimization***

**Academic & Professional Corner**

|  |  |  |  |
| --- | --- | --- | --- |
| **PG Diploma in HR Management** | Symbiosis Centre for Distance Learning | PASS | 2005-2007 |
| **B.COM (P)** | University of Delhi | 58% | 2001-2004 |
| **Senior Secondary** | CBSE, New Delhi | 83% | 2000-2001 |
| **Matriculation** | HBSE | 78% | 1998-1999 |
| **MCP 2000** | Microsoft | PASS | 2002 |

**Skill set**

* **Passion for writing which is fresh, creative and reader friendly with good command over language and grammar**
* **Quick in internet research with impeccable writing skills**
* **Ability to write original & effective content independently with use of SEO keywords**
* **An avid reader & researcher of diverse topics & interests**
* **Effective communication skills with relationship building & inter personal skills**
* **Strong analytical, problem solving abilities with flexible & detail oriented attitude**

**Career Chronology**

|  |  |  |
| --- | --- | --- |
| **Company Name** | **Profile** | **Time Duration** |
| ***Vue India Tours, New Delhi*** | *Sr. Content Writer/Social Media Writer* | *Since August 2018* |
| ***Suntec Web Services Ltd, Delhi*** | *Sr. Content Writer &Editor* | *June 2014 - July 2018* |
| ***Crystal Travel, Gurgaon*** | *Content Writer& SMO Executive* | *June 2013 – February 2014* |
| ***I-mitr Business Solutions, Noida*** | *Content Writer* | *March 2012 – May 2013* |

**Responsibilities as Sr. Content Editor**

* Edit, revise and reformat content to publish on a daily schedule
* Develop editorial standards, guidelines and processes
* Create an editorial calendar and oversee editorial work-flow schedule
* Check and edit content for
  + Plagiarism
  + Grammar and syntax
  + Logical flow
  + Niche specific requirements
  + SEO driven
  + Conformance with abreast web content trends
* Managing social media presence on Facebook, Twitter, Pinterest, Stumbleupon, Flickr, Tumblr, Google+ and others
* Recurrent on-job and need based training of writers
* Ensure smooth and daily flow of work to clients and maintaining client communication

**Responsibilities as Content Writer& Social Media Executive (Travel & Technical Domain)**

* Developing/editing plagiarism free SEO driven content, using SEO guidelines for Web content, blogs, informative articles, press releases, punch lines, ad drafting, newsletters etc.
* Writing creative and fresh content for guest blogging on other sites
* Developing content for marketing including brochures and other marketing collaterals
* Writing product descriptions and brand support material
* Self-editing and proof reading all content for plagiarism, grammar & verbiage
* Forum posts for online promotion across multiple platforms on web
* Updating statuses on company’s social networking sites like Facebook, Twitter, Pinterest, Stumbleupon, Flickr, Tumblr, Google+ and others
* Preparing internal & external communications including announcements, press releases, presentations, etc.

**Trainings & Projects**

* Attended 1 day workshop on **'Developing the Leader in You'** attested by **Dale Carnegie** in April 2008.
* Attended 2 days session on **“Training on Practices of Internal Audit”** courtesy HRT Consultants, Faridabad.
* *Have been a* ***Top academic performer*** *throughout the schooling with major interest in writing for debates & dramatics.*

**Personal Dossier**

Date of Birth : 07-06-1983

Husband's Name : Mr. Gaurav Kumar

Languages known : English, Hindi & Punjabi

Nationality : Indian

Marital Status : Married

Expected Salary : As per industry standards

Notice Period : 15 days

**Date:\_\_\_\_\_\_\_\_\_\_ Meetu Arora**