**PRIYANKA SONI** Contact @8851903304/9899606844

**Content Writer (4.3yrs)** Email ID: [prnkarora15@gmail.com](mailto:prnkarora15@gmail.com)

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| **Objective** |

Seeking a position in web content writing to utilize my 4.3 years of experience for writing blogs, reviews, PRs, advice articles, etc. for the company I will work with while connecting with the readers and relevant industry experts.

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| **Educational Qualifications** |

* *Masters in English from IGNOU, New Delhi in 2016.*
* *Masters in Computers Application from SMU, New Delhi, 2013.*
* *B.A (Comp Appl.) from Delhi University, New Delhi in 2010.*

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| **Core Competencies** |

*SEO Optimized Content Writing – Blog & Article Writing – Website Content Writing – Reviews – Press Releases – Newsletters – Case Studies – Help Manuals – User Guides – News Releases - Product Descriptions – Meta Descriptions – Classifieds – Social Media Content – Guest Blogging*

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| **Job Details** |

# Lepide (Oct’16 – Jun’17)

**Content Writer**

**Key Resultant Areas:**

* Research, write and edit copy for marketing communications including online articles, newsletters, white papers, case studies, blog posts, web site content etc.
* Editing and proofreading of previously written content pieces for adding more value to them.
* Conduct research for informative topics and translate the requisite information into the reader-friendly content copy.
* Coordinate with sales and marketing team for to gain an understanding of consumer expectations.
* Written Press Releases for internal as well as external communications as needed.
* Written detailed product reviews to float complete ins and outs of products among the target audience.
* Drafted XML content for various web platforms (including H1, H2, and Body Content).
* Proofread and edited previously written content pieces to deliver more value to customers.
* Created content for the different social media channels: Facebook, LinkedIn, and Quora.

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| Work Samples |
| * <http://trickslearning.com/12-hacks-deal-excel-not-responding-errors-revealed/> * <https://www.linkedin.com/pulse/single-item-recovery-exchange-server-how-go-andre-william> * <https://windowsdatarecoverytool.quora.com/How-to-Restore-Deleted-Partition-on-Windows-8> * http://www.nucleustechnologies.com/outlook-password-recovery.html * http://www.nucleustechnologies.com/datarecoveryblog/how-to-retrieve-data-from-a-corrupted-eml-file/ * http://www.nucleustechnologies.com/datarecoveryblog/five-easy-ways-to-repair-excel-files-and-recover-lost-data/ * http://www.nucleustechnologies.com/datarecoveryblog/how-to-mount-an-edb-file-when-in-it-displays-internal-processing-error/ * https://www.kerneldatarecovery.com/blog/instant-tactics-to-tackle-with-inaccessibility-of-bkf-files * http://www.pstrecoverytools.com/blog/are-password-protected-outlook-files-actually-protected/ * http://www.pstoutlookrepair.com/solutions/cannot-move-the-items.html |

# Xperts Infosoft Pvt. Ltd (Aug’15- Sep’16)

**Content Writer**

**Key Resultant Areas:**

* + Delivered quality articles and blogs related to development and designing.
  + Worked with web designers for the infographics.
  + Provided content for the applications developed by Android and iOS team.
  + Worked on Press Releases for in-house as well as client requirements.

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| Work Samples |
| * https://despreneur.com/make-a-website-visually-appealing/ * http://insights.wired.com/profiles/blogs/9-quality-tips-to-take-you-re-coaching-business-on-a-success-ride * http://www.sociableblog.com/2016/05/23/12-dos-and-donts-for-hashtag/ * http://blog.creative-tim.com/web-design/12-absolute-principles-material-design/ * https://www.techwyse.com/blog/website-design/improve-mobile-usability/ |

# Ricoh India Ltd (June’14- Jul’15)

**Content Writer Executive (On Contract for In-House)**

**Key Resultant Areas:**

* + Delivered quality articles and blogs on the latest technologies like Cloud and Data Center.
  + Wrote Press Releases about the major events of Company.
  + Wrote content for EDM’s and respective landing pages.
  + Wrote User Manuals for newly launched products of the company.
  + Done Quality Check (QC) of the content delivered by core technical teams.
  + Coordinated with the concerned persons for writing product-specific content.

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| Work Samples |
| * <https://www.ricohidc.com/kb/is-making-offices-paperless-beneficial/> * <https://www.ricohidc.com/kb/vps-hosting-service-and-its-benefits-to-the-firm/> * <https://www.ricohidc.com/kb/dot-net-application-development-secure-and-flexible/> * <https://www.ricohidc.com/kb/hospital-information-management-system-refining-operational-structures-of-healthcare-establishments/> * <http://www.ricohdocs.com/human-resource-management-system.php> |

# Suntec Web Services (Mar’13- May’14)

**Jr. Content Writer**

**Key Resultant Areas:**

* Delivered SEO friendly articles, blogs, SMOs, web content and press release.
* Developed content for various eCommerce website dealing in variety of products.
* Made extensive research regarding the project assigned so as to meet client expectations.
* Coordinated with the senior concern persons for the flawless writing and avoiding confusions.

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| Work Samples |
| * <http://ezinearticles.com/?Relish-in-Real-Festive-Joy-With-a-Traditional-Lederhosen-Costume&id=7760648> * <http://ezinearticles.com/?Construction-And-Real-Estate-Litigation-Safeguarding-Your-Interests&id=7746605> * <http://www.orosilber.com/categories/Men-Jewelry-Bracelets/cid-CU00229584.aspx> * <http://www.orosilber.com/categories/Men-Jewelry-Pendants/cid-CU00229586.aspx> |

**Professional Strengths**

* Ability to generate content in a clear and precise manner.
* Exceptional written and verbal communication skills.
* Possess excellent organizational and management skills.
* Excellent knowledge of grammar and use of punctuation marks.
* In-depth knowledge of on-line research with excellent analytical skills.
* Ability to write in a variety of styles and formats for multiple audiences.
* Target oriented and ability to deliver tasks within time.

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| **Extra-Curricular Achievements** |

* Hold the credit of “**Writer of the Day**” for delivering quality product descriptions on time.
* Hold the credit of “**Ms. Best Dress**” for two consecutive years on the occasion of Diwali.
* Awarded with **1st Prize** in Rangoli Competition on the occasion of Holi.

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| **Personal Details** |

* Spouse’s Name : Mr. Krishna Soni
* Date of Birth : 14th Feb 1990
* Residential Address : #8/14, Mariappa Block, Dinnur Main Road, Near Clayton Kids

School, R.T Nagar, Bengaluru - 560032.

* Languages Known : English, Hindi, French and Punjabi.

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| **Declaration** |

I hereby acknowledge that all the information furnished above is to best of my knowledge & belief & I bear the responsibility for the correctness of the above mentioned particulars.

Date: Priyanka Soni