

Palak Keswani

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Professional Summary

A Content Writer Professional having experience of at least 4 years, including Freelancing. Wrote Web Documents, Technical and Non-Technical documents, Web Pages, worked on SRS, BRD Documents. Also, created contents in different niches, like lifestyle, entertainment, informative, health and wellness, travelling.

Academic Qualification

COURSE/DEGREE	COLLEGE/UNIVERSITY	Year Of Passing	PERCENTAGE/ CGPA
MBA	Jagran Lakecity University, Bhopal	2024	82.6
BBA	Barkatullah University, Bhopal	2014	74
12 th	ST. Joseph's Convent School, Bhopal	2010	73
10 th	ST. Joseph's Convent School, Bhopal	2008	72
MA English	Barkatullah University, Bhopal	2017	48
Additional Qualification- Management Entrances (Percentile)			
1) 89 Percentile in CMAT 2022			
2) 93 Percentile in Verbal Ability CMAT 2021 and overall 85 percentile			
3) 95 Percentile in Verbal Ability in CMAT 2020 and overall 86 percentile			
4) 89 Percentile in Verbal Ability in XAT 2019 and overall 72 percentile			

Technical and Non-Technical Skills

- MS Office (MS Excel, MS Word, MS Powerpoint, etc.)
- Creative Writing
- Technical& Non-Technical Writing
- Proficiency in Spoken and Written English
- Editing and Proofreading
- Strong Interpersonal Skills

Experience

1. Content Writer- I2a Technologies

17/06/2024-15/11/2024

- Created SEO Optimized travelling contents.
- Created content for Destination Pages having 700-800 word length.
- Made well-researched Detailed Itinerary packages.
- Created long travelling Blogs related to different topics.
- Worked on Meta Title, Meta description, slug and FAQ'S.

2. Content Writer- Quasar Digital Solutions

04/10/2022- 09/08/2023

- Made Web Content for Social Community Websites
- Created User Manuals for different websites
- Wrote Contents on CMS and LMS systems
- Created and edited SRS and Technical Documents
- Developed Overview Documents to design the Primary Technical Documents
- Analyzed Websites and worked with Software Development Team to make Technical Documents
- Made Business Requirement (BRD) Documents
- Assisted Testing Team for Content Part.

3. Content Writer- Progmattic AI (IT Company), Gurugram

01/03/2022-22/06/2022

- Developed Technical and Non-Technical Contents according to the requirement of Clients
- Created Contents for Progmattic AI's Main Website and new Sports Website known by the name of Matchtimings.com
- Created Contents for Webpages (About Us, Services, Privacy Policy, Terms and Conditions)
- Handled contents of social media, Blogs, Articles, Business Listing, Classifieds, Emails and Brochures
- Coordinated with Digital Marketing and SEO teams to make the feasible contents
- Editing, Proofreading, and Scanning of contents with Different tools
- Curated Contents for US clients

4. Content Writer- Agnito Technologies, Bhopal

08/03/21-06/06/21

- Worked as a Trainee and learnt about SEO tools, methods of creating contents on different platforms
- Created SEO Friendly Researched Articles in varied columns like Lifestyle, Bollywood, Travel, Motivation, Health, News, Informative for its Blogging websites:
(agnitotoaday.com/stackumbrella.com)
- Keyword Research using SEO Tools
- Managed Social Media Accounts

- Link of my articles: <https://www.agnitotoday.com/profile/palakkeswani>,
<https://www.stackumbrella.com/author/palak/>

5. Freelance Content Writer

01/02/19- 04/10/2022

- Wrote Contents for different IT companies which dealt with US and UK clients
- Created Contents related to Cosmetic Products, Real Estate Companies, Lifestyle, Product Description and Academic Writing
- Copywriting for few companies.

6. One Month internship at Madhya Advertising, Bhopal

7. Human Resource Intern- HEG Limited

26/06/2023- 31/07/2023

- Learnt About different Labor Acts
- Managed Employee Onboarding by maintaining Documents both in Hardware and HRIS Software
- Observed and assisted in Training Activities
- Studied the Content of Full N Final Settlement Document
- Learnt About the HR Policies
- Counting and maintaining the Record of required Manpower Hiring
- Drafted Appointment and Offer Letters
- Handled Employee Concerns and Grievances

Certifications

Coursera-2023

- HEC Paris
Building Your Leadership Skills
- University of California
Work Smarter, Not Harder: Time Management for Personal & Professional Productivity
- University of Washington
Business English: Making Presentations

Awards/Accomplishments

- Academic Excellence Award (JLU, 2023)

Extra-curricular Activities

- Participated in OPPO Pune Times Fresh 2016
- N.C.C