

POOJA GUPTA

Content Writer

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OBJECTIVES

Creative and passionate Content Writer with 1 year of professional experience and a strong academic background in commerce. Proven leadership in student organizations and a natural flair for writing, poetry, and communication. Seeking an opportunity to grow as a writer in a dynamic environment that nurtures creativity, storytelling, and content strategy.

WORK EXPERIENCE

eBrandz LLP, Mumbai

Jr. content writer

July 2024 - Present

- Wrote engaging, SEO-friendly, and brand-aligned content for guest blogs, informative articles, landing pages, website content, press releases, and website blogs across multiple industries.
- Specialized in AI-assisted content creation, using tools like ChatGPT for content ideation and structuring, and QuillBot for paraphrasing, tone enhancement, and clarity.
- Edited and proofread content to maintain accuracy, coherence, and brand consistency.
- Collaborated with the SEO team to implement keyword strategies, meta descriptions, and internal linking to boost search visibility.
- Created content across diverse sectors such as fashion, lifestyle, tech, education, wellness, and finance.
- Managed multiple projects under tight deadlines while ensuring quality and originality.
- Maintained internal content trackers and adapted quickly to client feedback for quality improvements.

EDUCATION

Vivek College Of Commerce	2024
Bachelor's Degree in Bachelor Of Commerce	
Vivek Vidyalaya & Junior College	2021
Higher Secondary Certification	
Vivek Vidyalaya High School	2019
Secondary School Certification	

ADDITIONAL INFORMATION

Skills

- AI-Assisted Content Writing & Creative Writing
- Communication & Teamwork
- Decision Making & Problem Solving
- Leadership & Team Management
- Time Management & Adaptability

Languages

English, Hindi, Marathi

Achievements

- Best Leader Award – Vivek Youth Club (2023–24)
- Best Leader Award – Women Development Cell (2023–24)
- Best Core Committee Member – Rotaract Club (2023–24)
- 1st Prize – Weekly Quiz by Library Committee (2023–24)
- Best Team Leader – Gender Sensitisation & Gender Studies (2022–23)
- 3rd Prize – "Kuda Kriya", NSS National Event (2022–23)
- Participation in Leprosy Marathon, Saraswathy Memorial Lecture, Hemotsav, Gandhian Studies

Volunteering Experience

- Tree Plantation Drive – IDF
- Beach Cleanup Drives – IDF & Rotaract Club
- Ganpati Visarjan Crowd Management – Vivek Youth Club
- Hemotsav National Event – HEMA Foundation
- Pulse Polio Drive – NSS
- Tiranga Rally – Rotaract Club