

PROFESSIONAL SUMMARY

Experienced copywriter and content strategist with 2+ years in creating impactful content and excellent client service. Skilled in digital and content marketing and brand marketing, from degrees in Seneca Polytechnic and York University. Proven track record in managing client relationships effectively, with Canadian experience as a Marketing Intern at The Bargains Group.

SKILLS + QUALIFICATIONS

- SEO and backlinking expertise
- Proficient in Meta Business Suite, HubSpot, and Hootsuite
- Skilled in communication, research, and presentation with Microsoft Suite knowledge
- AI-literate for content creation
- Effective in team collaboration and data management
- Experienced in documentation and influencer marketing
- Strong social media marketing and content strategy skills

EDUCATION

YORK UNIVERSITY, 2024

Post Grad Diploma in Digital and Content Marketing

SENECA COLLEGE, 2023 -2024

Post Grad Diploma Certificate
Brand Management

ST. XAVIER'S, MUMBAI - 2022

Post Grad Diploma in Digital Media and Event Management

UNIVERSITY OF MUMBAI, 2021

Bachelor's in Mass Media - Major in Advertising

EXPERIENCE

DIGITAL RADICAL, MUMBAI

Copywriter

March 2021 - June 2023

- Authored impactful post and caption copy, aligning brand messaging with strategic goals across diverse client campaigns
- Strengthened client relationships, driving company growth through attentive service and strategic account management.

THE BARGAINS GROUP, TORONTO

Marketing Intern

June 2024 - August 2024

- Created compelling post and caption copy to drive engagement across social media
- Developed and managed content strategy and scheduling using WordPress and Hootsuite.

OZIVA, MUMBAI

SEO based Blog Writer

Feb 2021 - Oct 2021

Strategically disseminated YouTube videos across multiple platforms with captivating captions, driving organic traffic, and establishing a progressively expanding backlink network.

ANVIS DIGITAL, MUMBAI

Copywriter Intern

Feb 2023 - March 2023

Conceptualized and crafted engaging post and image copy for content.