

Gayatri Singh

India

 [linkedin.com/in/gayatri-singh-a6a567128](https://www.linkedin.com/in/gayatri-singh-a6a567128)

 gayatri.profilesli@gmail.com

Summary

Creative Writer, Editor & Content Curator with experience in writing & communications in various sectors such as publishing companies, corporates, and non-profit organizations. Well-versed in creating digital marketing content, magazine content, website content, technical articles, newsletters, press releases, blogs, product descriptions, case studies, and manuscripts. Know-how in Webinars, Social Media Optimization, online promotion of content, website management, content marketing, internet marketing, blog creation, branding, marketing, and guest posting.

Experience

Marketing Communications Specialist

Nimbus Post

Apr 2020 - Present (3 months +)

Responsible for blog writing, website content, product description, social media posting and more.



Author

Digital Vidya

Dec 2019 - Present (7 months +)

Blog writing and creation on topics related to data science and digital marketing (2000 words)



Content Manager

Digital Vidya

Feb 2020 - Apr 2020 (3 months)

Managed Webinar Hosting, Social Media Optimization, online promotion of content, website management, content marketing, internet marketing, blog creation, branding, marketing, and guest posting.



Marketing Communications Associate

Digital Vidya

Dec 2019 - Jan 2020 (2 months)



Manuscript developer

Aug 2019 - Dec 2019 (5 months)

Drafting the first manuscript (Chapter 1 to Chapter 3) for a book on Sikkim's political history.



Content Developer and Editor

Young Angels International

Jan 2019 - Aug 2019 (8 months)

Research, writing, proofreading and editing content for Empowering Life Skills magazines (grade pre-primary to VIII) based on themes like Super Science, Space, Great Inventions, Commonwealth Games, Dinosaurs, Books and Authors, Renowned Places, including subjects such as English(reading, writing and grammar), Science, History, Geography, Political Science, Value Education, Mathematics, Stress Management, Physical Education, Art & Craft etc.



Freelance Writer

#Indha -The Indian Handmade

Aug 2018 - Dec 2018 (5 months)

Content on product descriptions, case studies, artisan stories and newsletters.

 **Marketing Communications Intern**

Bry-Air (Asia) Private Limited

Feb 2018 - Jul 2018 (6 months)

Technical articles, web content, newsletters, and more

 **Content Writing Internship**

Tupperware India

Mar 2017 - May 2017 (3 months)

Article for the Tupperware "Care4Food", Multiple product descriptions.

 **Documentation and Content Writer**

LITERACY INDIA

Jul 2013 - Jun 2016 (3 years)

Wrote over 100 case studies, about 50 artisan stories, about 200 product descriptions, 10 articles, 5 blogs. Edited and proofread over 25 proposals, reports and content pieces. Handled social media updates over Facebook, Twitter, Instagram.

 **Customer Service Representative**

Jan 2011 - Dec 2012 (2 years)

Handled customer queries and documented customer feedback for over 109 customers. Collected overdue balance from customers.

Education

 **Indira Gandhi National Open University**

Bachelor's degree, English Language and Literature/Letters


2014 - 2018

 **Digital Vidya**

Digital Marketing

2020 - Present

Search Engine Optimization [SEO], Search Engine Marketing [SEM/Google AdWords], Social Media Marketing [SMM], Email Marketing, Inbound Marketing, Web Analytics, Facebook Marketing & Other Digital Marketing Topics

 **Certification, Creative Writing**

2018 - 2018

Specialization in Creative Writing by Wesleyan University

 **Rotary Public School**

XII, Social Sciences

2009 - 2010

 **Yokoso Japanese Learning Centre**

JLPT N5 Level Preparation, Japanese Language

2018 - Present

Licenses & Certifications

 **Creative Writing: The Craft of Plot - Coursera**

5VVDYQCCG3KE



Creative Writing: The Craft of Character - Coursera

9BMTZJB5VTM



Creative Writing: The Craft of Setting and Description - Coursera

AQZTPT4EGFLU

Honors & Awards



Class XII 1st in Academics - School

2010

Skills

Content Development • Writing • Business Communications • Editing • Event Planning • Creative Writing • Research • Proofreading • Blogging • Text Editing