

Rajat Kanojia



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Experience

Content Specialist

Marketing Department- Appinventiv-MobileAppDaily
January 2020 – June 2020

Content Marketing Intern

P & S Department- ORIX Auto Infrastructure Services Limited
June 2019 – December 2019

Overview of tasks-

- Content Marketing Work (marketing blogs, external articles, creative contents, corporate articles, web page contents, designing e-mailers, classified content, Script Writing for Campaigns)
- ORM (online reputation management)
- Handling Press reviews
- Assisting in creating AD campaigns
- Preparation of PowerPoint presentations for clients and business partners
- Online reviews management
- Looking up for potential online collaborations
- Collaborating online for increasing website traffic through content development
- Maintaining timely excel files of company related works
- Proof-reading contents for content marketing
- Editing contents for content marketing and social media campaigns
- Researching keywords for SEO writing

Education


Hansraj College, Delhi University

2016 – 2019

CGPA- 5.857

Course - B.A. English (Hons.)

- **Subjects Studied-** Indian Classical Literature, European Classical Literature, Indian Writing in English, British poetry and drama: 14th to 17th century, American Literature, Popular Literature, British Poetry and Drama: 17th and 18th Century, British Literature: 18th and 19th Century, British Romantic



Literature, Women's Writing, British Literature: The Early 20th Century, Modern European Drama, Postcolonial Literature.

- **Generic Elective-** Delhi Through the Ages, Cultural Diversity in India, The Making of Contemporary India, Physical Education: Posture, Athletic Care and First Aid.
- **AECC and SEC-** Environmental Science, Creative Writing, English-A, Business Communication.
- **DSE-** Translation Studies, Literary Criticism, Literature and Cinema, Autobiography.

Qualification	Board	Year	Percentage
10th	Council for the Indian school Certificate examinations	2013	63
12th	Council for the Indian school certificate examinations	2016	90

Work Samples

https://docs.google.com/document/d/1EcSf74oIYQInx-f0556xKAVgq_5OrdBjBzyBvYHTIfI/edit?usp=sharing

Internship Work Report

<https://drive.google.com/open?id=0B5bjBLnATOQQVctVFM2ZzRYRjIhcDZiYTNEcTIISjZRZG40>

NGO, NON-PROFIT / STUDENT ORGANIZATIONS

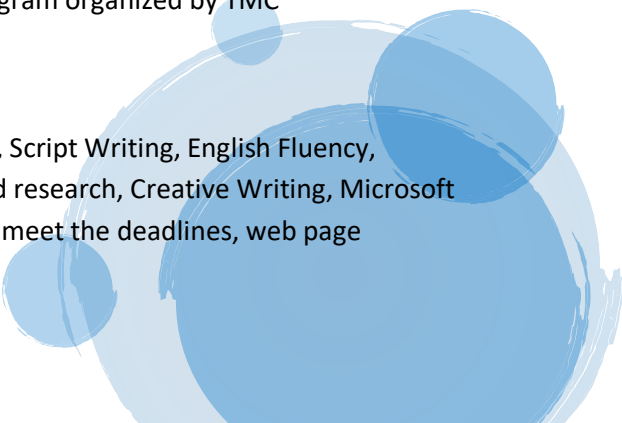
NSS HANSRAJ PUBLICITY TEAM
July 2017 to December 2018

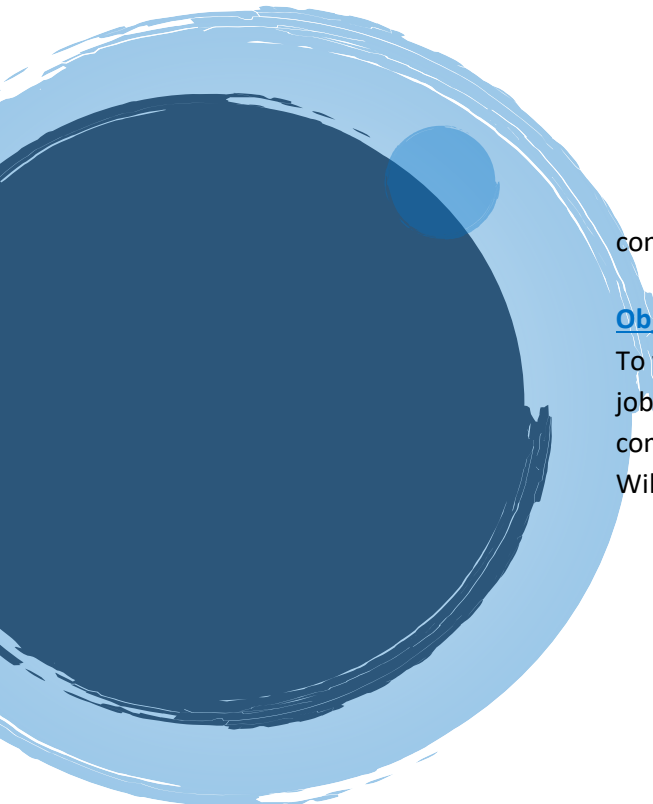
Extra-Curricular Activities

Member at Mock Parliament Program organized by TMC
Senior Football Team for FAPS

Skills

Content Writing, Content Editing, Script Writing, English Fluency, Online Marketing, ORM, Keyword research, Creative Writing, Microsoft Office, Ability to adapt, Ability to meet the deadlines, web page





content, Native knowledge of Hindi, Campaign Contents

Objective

To work in an environment which besides offering me a challenging job, would provide me the opportunity to learn and grow in the competitive market.

Willing to relocate to: Delhi/Noida/Gurgaon

