

SHIKHA BHAT

B2B AND B2C CONTENT WRITER AND MEDICO MARKETING SPECIALIST

ABOUT

I am a driven content writer with a knack for creative visualisation with superb skills for time and financial management to deliver a project on time.

EXPERIENCE

JAW DROPPING MARKETING

Content Writer
June 2018 - present

- Content- Blogs, SEO articles, SEO Descriptions, Press Releases
- Video Story and Story-boarding
- Presentations
- Website or Landing Pages content
- CTAs or Copy writing
- Info graphic and Image Descriptions
- Social Media Handling- Twitter, Quora, Instagram
- Work coordination with Motion graphics team
- Conceptualisation, if required

MEDIVISUAL HEALTHWORLD

Medical Content Writer, Conceptualiser and Client Service Executive
August 2013 - January 2017

- Managed Clients - Mankind, Genesis, Quality Pharma, Streamline Pharma
- Content- LBLs, Brochures, Booklets, Detailer Aids
- Content Editing and Proofreading
- Conceptualisation, if required

ACADEMIC BACKGROUND

PANJAB UNIVERSITY

Bachelor's in Biotechnology | Masters in Biotechnology

- 2007-2012
- 67.4 | 72.6



PERSONAL DETAILS

DOB- 16 JAN 1990
ADDRESS- ZIRAKPUR

CONTACT DETAILS

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PROFESSIONAL SKILLS

- **KEYWORD BASED CONTENT**
- **CORPORATE BLOGGING**
- **PROJECT MANAGEMENT**
- **TIME MANAGEMENT**
- **CANVA, PICTOCHART**
- **SOCIAL MEDIA IMAGES USING ILLUSTRATOR**
- **TEAM HANDLING**