

ABHISHEK SAWANT

Mumbai · sawant.abhishek212@gmail.com · 9819692405 ·
<https://sawantabhishek212.journoportfollio.com/>

EDUCATION

Padua High School Secondary Education	Mumbai June 1999 - April 2009
ICLE's Motilal Jhunjhunwala College of Arts, Science & Commerce Higher Secondary Education	Navi Mumbai September 2009 - April 2011
University of Mumbai Bachelor of Science Information Technology	Navi Mumbai August 2011 - April 2014
EDIT Institute Diploma in Social Media Marketing	Mumbai January 2016 - February 2016
EDIT Institute Diploma in Digital Marketing	Mumbai March 2016 - December 2016

EXPERIENCE

Thought In A Dot <i>Intern</i>	Mumbai June 2017 - August 2017
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- Created engaging social media copies for various social media accounts
- Writing SEO-friendly blogs/ articles on a daily basis for clients

Thought In A Dot <i>Jr. Content Writer</i>	Mumbai September 2017 - February 2019
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- Search online for major and latest industry projects in diversified sectors.
- Do a thorough research, using strictly primary sources of information such as corporate or project website and press releases therein, to gather relevant information about the project.
- Ensure SEO implementation for all articles.
- Draft write-ups in an easy-to-understand format by adhering to the in-house style guide.
- Develop, implement and manage our social media strategy
- Manage and oversee social media content
- Work with designers to ensure content is informative and appealing

Avignyata Inc <i>Jr. Content Writer</i>	Mumbai March 2019 - April 2020
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- Create content marketing campaigns to drive leads and subscribers Use SEO best practices to generate traffic to our site
- Actively manage and promote blogs
- Collaborate with other departments to create innovative content ideas
- Regularly produce various content types, including email, social media posts, blogs

SKILLS

Strong Research Skills:
Using SEO-based keywords in the blogs/articles:
Editing, Editing, and more Editing:
Proofreading:
Proficient in MS Office:
Sourcing Information and Citations:

PROJECTS

CIOL Wordpress Writing tech-based articles that are relevant to the website.	www.ciol.com
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Medmonks Single-handedly responsible in writing SEO-friendly articles. Creating content for meta description for the website.	www.medmonks.com
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FencePro www.fencepro.ca
Writing SEO-friendly blogs for the website.

Regalo www.regalo.net.in
The blogs written this e-commerce website helped in garnering the top position in Google's search engine.

Shikhar Dhawan
Writing social media copies for the southpaw.

AlfFarms.com www.alfarms.com
Writing creative copies for their social media accounts.

Shiksha www.shiksha.com
Writing informative SEO-friendly blogs on the various exams held across the country.

Pavilion Mall
Writing engaging and attractive social media copies. Responsible for executing monthly social media campaigns.

Asian Cancer Institute
Writing simple social media copies that strike a chord with the audience.

PRCAI
Responsible for writing and designing content for all the social media channels.

Fulcrum Awards 2019
Was solely responsible for creating engaging social media copies for the awards function.

AWARDS

Employee of the Year 2018
Recognized for the passion, dedication and hard work shown during the tenure.