

Deeksha Sharma

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Career Objective

With proficiency in curating and creating content, looking forward to work in a challenging environment, demanding all my skills and efforts to explore and adapt myself in different fields and realize my potential, where I get the opportunity for continuous learning resulting in company's profitability.

Academic Qualifications

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|---------------------------------------------|-------------------------------------------|
| ▪ Masters of Arts in English | <i>Panjab University, Chandigarh-2017</i> |
| ▪ B.A Hons School In English | <i>Punjabi University, Patiala-2015</i> |
| ▪ Advanced Diploma in Spoken English | <i>Punjabi University, Patiala-2015</i> |
| ▪ Diploma in Spoken English | <i>Punjabi University, Patiala-2014</i> |
| ▪ Certificate in Spoken English | <i>Punjabi University, Patiala-2013</i> |
| ▪ XIIth | <i>Army Public School, Patiala-2012</i> |
| ▪ Xth | <i>Our Lady of Fatima Convent School,</i> |
| <i>Patiala-2010</i> | |
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Experience

West Highlander Immigration Consultancy Services Pvt. Ltd. (February 2019 –December 2019)

▪ **Content Writer**

Key Responsibilities

- Created Web & SEO Content Writing: blogs for website; social media product pages; landing pages; blog posts; articles for LinkedIn Profile of the company; videos content.
- Marketing Content Writing: emails; letters proposals; ads social media; presentations; Marketing Proposals and Plans based on market and competitor analysis.
- Technical Content Writing: manuals; user guides; administrative modules; training content.
- Functioned as Proofreader and Copywriter (Social-Media Advertisement Copywriting).

- Planned and successfully executed Digital Marketing Campaigns.
- Participated in Company's Sale Meeting with Representatives
- Prepared and wrote Statement of Purpose (SOPs) on behalf of students (International) and provided Orientation.

Achievements

- Awarded with 'Good Learner' Certificate
- Recognised and Appreciated as 'Initiative Taker' – June 2019
- Promoted as 'Training and Developing Officer' – September 2019

Freelance Writing

Worked as Freelance Writer and wrote articles for the clients as demanded.

Key Skills

- Strong written, verbal, analytical and presentation skills.
- Flexible enough to handle last minute changes and adapt plans as per the latest situation.
- Ability to write clearly, concisely and precisely as per the requirement.
- Conduct keyword research and use SEO guidelines to increase web traffic.

Other Accolades

National Tug-of-War Player

- **GOLD** 14TH Senior Federation Cup National Championships (Men & Women) 2016
- **SILVER** All India Inter-University Tug-Of-War Championships 2017
- **GOLD** 4th Beach National Championships (Senior Men & Women) 2017
- **GOLD** 10th Open Senior National Championships (Men & Women) 2017

Personal Information

Date of Birth: 21st July 1994

Permanent Address: # B-9, Professor Colony, Patiala –Punjab

Linguistics: Hindi, English and Punjabi

Yours sincerely
Deeksha Sharma