

Harmanjot Kaur

CONTACT

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CAREER PROFILE

Inspired, Ingenious, and highly-accomplished Content Writer with more than four years of experience and ample knowledge of writing content on diverse topics. Master of different writing styles-News, Blogging, Ad, and Whitepapers. The perfect amalgamation of Copywriting and Social Media skills.

A perceptive communicator- Eager to learn new and different things.

Building brands with the power of Content and Storytelling

PROFESSIONAL STRENGTHS

- Holding more than four years of work experience as a Content Writer.
- Skilled writer with an excellent marketing background.
- Distinguished comprehension skills both in the B2B and B2C.
- Sound experience in writing content for USA and Canadian websites.
- Assiduous and ardent about writing.
- Grammar Nazi with excellent communication skills.
- Outstanding and enchanting written skills.
- Awareness of User Experience.
- Updated with the trending content formats and hashtags.
- Experienced writing: Long-Form Blogs(1600+ words), Short-Form Blogs(300 to 800 words), articles, Marketing copy, and Product Reviews.
- A knack for storytelling.
- Presentation skills and knowledge of SEO tricks.
- Implement a QA Process which includes Grammarly, Copyscape, and Readable.
- Best at creating content in a clear and precise manner.
- Excellent organizational and management skills.
- Well-acquainted with the grammatical rules, appropriate sentence construction, and use of punctuation marks.
- Writing for a specific target audience.
- Comprehensive knowledge of writing in a variety of styles and formats for multiple audiences.
- Target oriented and focused on quality.
- In-depth understanding of professional services marketing and strong attention to detail.
- Email Marketing Specialist skilled in writing creative copy for catalogs, brochures, and newsletters.
- Managing the client's social media presence with proactive and engaging content.

WORK EXPERIENCE

Pollysys IT Solutions
Senior Copywriter

July 2020 — August 2020

- Generated content for UK projects- TEL Kitchens, TEL Constructions, and many more.
- Crafted unique and compelling content for Social Posts (LinkedIn, Facebook, Instagram, and Twitter).
- Written content for Landing pages with captivating call to actions.
- Delivered content for Follow Up emails with storytelling.

Self- Employed

September 2019 — January 2020

Freelance Content Writer

- Formulated blogs and articles.
- Peer-reviewed work to ensure quality standards.
- Fundamental research on the content requested by the client- covers the topic, title, and keywords.
- Created attention-grabbing openers.
- Brought up fresh strategies.
- Wrote content including desired SEO keywords and phrases.
- Explored, analyzed, and wrote original drafts.
- Followed a harmonious approach between the content and style.

Infino(Kinex Media)

Jan 2018 — May 2019

Senior Content Writer

*I got more than 8 articles published on **Forbes.com** on **behalf of my company**. Topics were related to Digital Marketing, Content Marketing, SEO, Web Designing, and Development.*

- A comprehensive study on the Internet to develop content for articles and blogs for Canadian projects.
- Developed original and unique website content for disparate projects like Limousines, Top Digital Agencies, Magento Companies, Kinex Media, Moving Companies, Skin Clinics, Law Firms, E-Commerce, Landscaping, Medical Agencies and many more.
- Generated and edited ebooks and weekly newsletters.
- Managed the company's social presence on popular platforms like LinkedIn, Facebook, and Twitter.
- Familiar with Keyword Placement and SEO.
- SEO-friendly bios and meta descriptions to increase traffic and boost rankings.
- Oversee content writing team and delegate assignments.
- Developed content plans for the Social Media team.
- Proofread and edit work for grammatical proficiency and to ensure the quality of content.
- Researched and collected information for branding and Press Material.
- Coordinated with the Graphics and Development team to deliver content for Display Advertisements and websites.
- Connected with followers by responding to inquiries, comments, and complaints.
- Delivered top-grade content for Case Studies, Infographics, and Portfolios.
- Administered social media accounts for Canadian projects-Kinex Media, various restaurants, and limo rental companies.
- Posted high-quality video content.

Ansh InfoTech Pvt Ltd

Jan 2015 — Dec 2017

Content Writer and CopyWriter

- Done an intensive study and composed compelling blog posts and articles for the company's various clients.
- Worked with short deadlines on different projects.
- Worked creatively with the Digital Marketing and Development teams to develop a blueprint for various content and communication pieces.
- Generated content for business quotes and on-site articles.

- Searched for websites and communicated with the site owners for guest posting opportunities.
- Wrote web content for the company's website.
- Worked autonomously to deliver error-free writing.
- Studied products to define principal selling products.
- Formulated content for the advertising stuff-slogans, blogs, posts, emails, sales letters, speeches, etc.
- Assisted the IELTS Training Department with various tasks.

QUALIFICATIONS

- **Bachelors in Information Technology** from **Guru Nanak Dev Engineering College, Ludhiana (2010-2014)**
 1. Trainee for six weeks at NET MAX Technologies, Ludhiana in **PHP**(1st June 2012-15th July 2012)
 2. Trainee for six months at INFOTECH ZONE, Ludhiana in **PHP** (1st June 2013-1st November 2013)
- **Secondary and Senior Secondary from C.B.S.E with 90 % and 65% respectively**

TECHNICAL SKILLS

- Sound knowledge of MS Word Applications, Grammarly, WordPress Content Management System, HubSpot Blog Ideas Generator, Hootsuite, Copyscape, and Hemingway Editor
- Familiar with Adobe FrameMaker

INTERESTS

- Public Speaking and Hosting(Hosted many official events)
- Travelling and Camping
- Reading latest blogs from the Wall Street Journal and Entrepreneur.com
- Stand-Up-Comedy shows
- Parties and Weekend trips

CERTIFICATIONS

- **Content Marketing Certification from HubSpot Academy**
- **Certified from the TC World(Technical Communication) Conference for Technical Writers of India at Bangalore (March 2018) sponsored by Adobe and Cisco**
- **Attended British Council Training for IELTS Trainers in 2017**

PERSONAL INFORMATION

Date of Birth-12th Nov 1992

Marital Status- Married(12th July 2019)

REFERENCES

References available upon request.