

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

MILLIPIXELS INTERACTIVE LLP

Content Specialist
June 2020 - Present

- Content- Blogs, Articles, Corporate Brochures
- Email Content For Campaigns
- Presentations
- Website or Landing Pages content
- CTAs or Copy writing
- Social Media Content- LinkedIn, Instagram
- Conceptualisation, if required

JAW DROPPING MARKETING

Content Writer
June 2018 - May 2020

- 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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SOCIAL MEDIA HANDLES

<http://www.linkedin.com/in/shikhawrites>
<http://www.instagram.com/aanyasmagical>

PROFESSIONAL SKILLS

- **KEYWORD BASED CONTENT**
- **GUEST BLOGGING**
- **PROJECT MANAGEMENT**
- **TIME MANAGEMENT**
- **CANVA, CRELLO FOR SOCIAL MEDIA IMAGES**
- **SOCIAL MEDIA CONTENT/ MARKETING**
- **TEAM HANDLING**